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- **RETRANSMISSION CONSENT ODD MAN OUT IN HOUSE CABLE BILL / 3**
- **DESPITE DENNIS MILLER, TRIBUNE STILL LIKES LATE NIGHT / 19**
- **RULE CHANGES ENERGIZE RADIO STATION SALES / 28**



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SPECIAL REPORT

**SATELLITES**  
Page 37  
Vol. 122 No. 31



## **WHO SAYS YOU CAN'T PLAY PRO BALL AT 40?**

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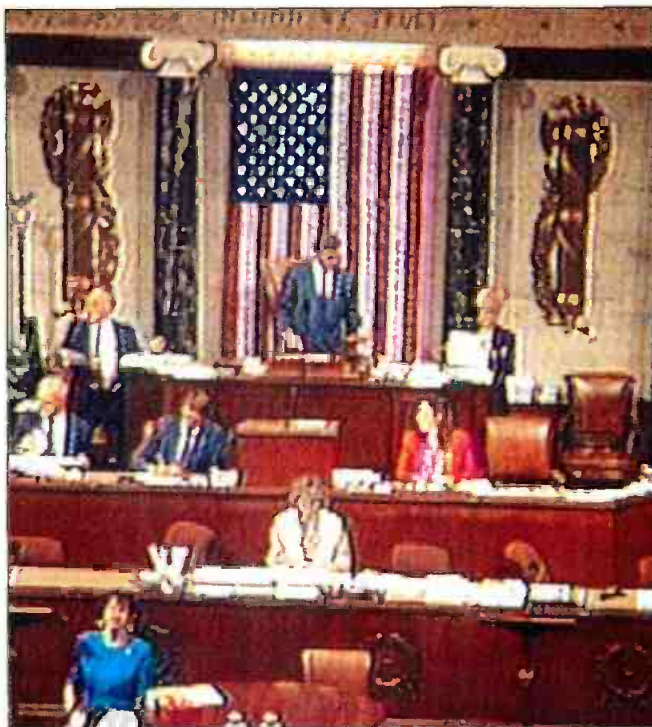


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# Top of the Week



C-SPAN photos

Debating H.R. 4850 (clockwise from top right): John Dingell, Edward Markey, Billy Tauzin and Thomas Manton.

## HOUSE BEATS UP ON CABLE

*H.R. 4850 passes with Tauzin program access amendment, without retrans consent*

By Randy Sukow

**T**he cable industry took a palpable hit from the House of Representatives last Thursday (July 23) with the passage of a heavily regulatory cable bill (H.R. 4850) by an overwhelming 340-73.

The bill is close in substance to the original legislation introduced by House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) and to S. 12, the companion bill passed by the Senate last winter (BROADCASTING, Feb. 3). The cornerstones of the bill are strict cable rate regulation and a controversial access-to-programming amendment pushed through the House, 238-68, by its

chief sponsor, Billy Tauzin (D-La.).

The Tauzin amendment passed in spite of strong support by Energy and Commerce Committee Chairman John Dingell (D-Mich.) for an alternative, less regulatory program access plan introduced by Thomas Manton (D-N.Y.), which was defeated 162-247.

Broadcasters and their House allies were highly confident last week that their key provision, retransmission consent, would find its way onto the final bill during the House/Senate conference, which could begin this week. In the apparent interest of avoiding a floor fight, the provision was stricken from consideration in the House debate by the Rules Committee, which

ruled both retransmission consent and a conflicting provision supported by the House Judiciary Committee out of order.

"This thing has gotten caught in election year politics. Chances of Congress coming up with a reasonable cable bill went last night from 20% to near zero," said National Cable Television Association President James Mooney last Friday. "This is now going to be a matter of sustaining a veto. The fire bell is ringing; it's time for the entire industry to answer it."

Stephen Effros, president of the Community Antenna Television Association, accused House members of

*Continues on page 14*



# CBS AFFILIATES PROTEST MOVES BEYOND 'COMP'

*Group's board discusses establishing war chest and holding separate meeting*

By Geoffrey Foisie

**T**he CBS affiliates' protest continues to show signs that it has evolved into a permanent movement. A major episode in the evolution took place last week in Chicago, where executives of stations covering almost half the country served by non-CBS-owned signals gathered. The meeting was unusual in that top CBS executives, including Broadcast Group President Howard Stringer, participated as outsiders.

The main reason for the gathering continued to be the network's proposed compensation reduction and ad inventory takeback. Among the disputes discussed last Wednesday is that affiliates value the lost inventory at least twice as high as the \$4 million-\$5 million that CBS values it at.

The dispute over compensation is no longer centered on the roughly \$20 million reduction that CBS has convinced affiliates it has no intention of decreasing. Instead, they are focusing on the contractual methods of implementing the reduction, including CBS's proposal that it be allowed to increase the compensation deduction for individual stations on 90 days' notice. Currently it is allowed to alter compensation only if it changes the rate for all stations.

Affiliates also discussed challeng-

ing the new compensation structure, which distinguishes among programs. They asked the affiliates association counsel, Greg Schmidt of Covington & Burling, to ascertain the legality of CBS's proposal to not compensate certain nights and the *CBS Evening News*, while increasing the compensation of *CBS This Morning*. The FCC struck down a similar CBS plan 30 years ago, saying that "any plan that provides for payment wherein the average hourly rate of compensation varies greatly or is heavily influenced by the number of hours taken has a coercive effect...." Nine months ago CBS filed comments with the FCC asking it to change the rules that prevent it from negotiating variable rates.

A few of those attending said they were surprised at the level of consensus among station executives at the meeting and the lack of "foot-dragging," despite what they said had been lobbying against the movement at the stations' parent-company level by CBS Chairman Laurence Tisch and Senior Vice President Jay Kriegel. Groups represented at last week's gathering included Belo, Benedict, Bonneville International, Draper, Freedom, Gannett, Gateway, Gillett Holdings/SCI, Jefferson-Pilot, Lee, McGraw-Hill, Meredith, New York Times, Park, Post Newsweek, Retlaw, Schurz, Spartan, Viacom,

Wabash Valley and Young. Single stations were represented as well.

Also discussed was the possibility of enlarging the charter of the affiliates association. Among changes under consideration are establishing a fund to hire a full-time director, retain a financial public relations firm, fight legal battles with the network and perhaps lobby in Washington.

Affiliates also discussed holding an annual meeting at a different time and place from that sponsored each year by the network. Some have proposed the meeting take place in Los Angeles and that program suppliers be invited to make pitches specifically targeted to the CBS affiliates. Some affiliates also want more control over such matters as the agenda of the meeting.

Last Thursday the network issued a statement: "We well understand that many of our affiliates are unhappy with the plan CBS has presented regarding compensation...after this adjustment, CBS will still pay approximately \$100 million to its affiliates, which is comparable to the level of the other networks." Stringer also told Wednesday's meeting that he had a promise from Tisch that there will be no more compensation cuts.

But with the protest turning into a movement, some affiliates think the network has irretrievably lost at least some confidence from the affiliates. Said Freedom Newspapers Broadcast Division President Alan Bell: "I think that CBS is dumbfounded by what has happened. Station groups have gone beyond surface courtesies and are now talking profoundly about helping each other. It could be fascinating to see what the network is like without the network." ■

## JUDGE BACKS UP CUBS IN DISPUTE AGAINST BASEBALL

**T**he Chicago Cubs defied the odds last week, winning a preliminary injunction from a Chicago federal court barring Major League Baseball Commissioner Fay Vincent from moving the team from the National League's eastern division to the west, pending resolution of the lawsuit the Cubs brought against Vincent. "The undisputed facts support a preliminary finding that the commissioner exceeded his authority in ordering the transfer," said District Judge Suzanne B. Conlon in a decision last Thursday (July 23). MLB then appealed the decision to the Seventh Circuit Court of Appeals. Responding to Conlon's ruling, Vincent said he was "disappointed," and suggested she misinterpreted the MLB rule that grants the commissioner broad powers to act in the "best interests" of baseball.

From a practical standpoint, Conlon's decision, whether it stands or not, will probably put the proposed team realignment off for at least one season. The league is supposed to have its schedule set by July 31.

Vincent's realignment would move the Cubs and the St. Louis Cardinals to the western division and the Cincinnati Reds and the Atlanta Braves to the east. The Cubs sued, arguing that irreparable harm would be done to the team, due to the loss of existing rivalries and fan interest. Others contended Cubs owner Tribune Co. was at least as worried about the impact that later game starts would have on revenues of co-owned superstation WGN-TV Chicago, although Tribune has denied that is an issue.

# TV'S MID-YEAR MIXED RESULTS

Lower costs boost revenue for many group owners

By Geoffrey Foisie

**T**V station owners last week reported a mix of second-quarter revenue gains and declines. Even those reporting higher revenue did not see performance returning to the level of the 1990 second-quarter levels.

Capital Cities/ABC said broadcasting operating income was up 3% in the second quarter, to \$236.6 million, thanks primarily to its Video Enterprises division as well as the absence this year of a one-time charge, incurred in the second quarter of 1991, to the ABC-TV network related to staff reductions. Earnings for both the radio and TV station divisions declined. Broadcasting revenue was up 2%, to \$1.1 billion, primarily due to ESPN's continued growth and the second-quarter timing of the Academy Awards telecast.

General Electric said NBC's operating profit "increased sharply on flat revenue," reflecting, it said, stabilized network revenue, improved cost controls and an improving advertising market.

McGraw-Hill posted a 5% gain in operating profit on a 4% rise in revenue. Much of the improvement, the company said, came from improved performance by its KMGH-TV Denver.

Gannett's TV division reported a 2% revenue gain as did Viacom's TV group, the latter to \$22.6 million. Operating income at Viacom's TV stations slipped 2%, to \$9.4 million. Pulitzer's broadcasting revenue edged up just under 1%, to \$29.2 million, while cash flow grew 4% to \$9.6 million. Pulitzer cited lower programming costs.

Post Newsweek's TV stations reported a 2% revenue decline.

Among independent TV station groups, Paramount said higher revenue and lower costs helped boost operating income for its stations. Tribune said that, excluding recently acquired WPHL-TV Philadelphia, revenue for its TV group increased 3% over a year ago. Operating profit also increased. ■

## This Week

### HOUSE PASSES CABLE REREG / 3

By a 340-73 vote, the House of Representatives passed its version of a cable reregulation bill last Thursday night.

### TRIBUNE'S NEXT TRY / 19

The failure of its *Dennis Miller Show* to light a fire in late night hasn't cooled Tribune Entertainment's desire for a presence in the daypart. The company would like to entice David Letterman over to syndication.

### REUTERS TAKES VISNEWS / 23

NBC and the BBC have sold their stakes in Visnews, the international television news service, to majority partner Reuters, signaling an effort by the news agency to become a major player in the TV news business.

### TELCOs: NOT ENOUGH / 24

Telcos say the FCC's video dialtone ruling offers little incentive for moving into programming.

### CABLE'S COUNTRY TUNE / 26

The appeal of Branson, Mo., as a country music mecca may translate into TV success if a pair of investors are successful



Scientific-Atlanta's new receiver-demodulator and multichannel decoder, elements of the digital revolution (p. 37)

in their plans to launch a cable network and produce pilots for syndication.

### RADIO'S TRADING JUMP / 28

The upcoming expansion in the number of radio stations a broadcaster can own in the same market is spawning an expansion in station trading.

### RBDS, WITH AM / 30

Broadcasters and electronics manufacturers are moving closer to a radio broadcast data system standard that will include AM.

### OPPOSITION TO PTAR WAIVER / 31

Chico, Calif., NBC affiliate KCPM(TV) asked

the FCC not to renew KCRA-TV's prime time access rule waiver, arguing that the Sacramento station's prime time shift has had an adverse effect on KCPM's ratings and ad revenue.

### NIELSEN GAINS IN RATING WAR / 34

While Arbitron diverts its attention to its ScanAmerica metering service, Nielsen has bolstered its market share by attracting station groups.

### SPECIAL REPORT: SATELLITES '92 / 37

The fuse is lit for a channel boom: As a \$1 billion satellite investment flies into orbit, programmers are buying digital compression equipment to multiply their video capacity.

### NEWS DEPARTMENTS

Business .....	34
Cable .....	26
Radio .....	28
Television .....	19
Top of the Week .....	3
Washington .....	31

### FEATURE SECTIONS

Changing Hands .....	35
Closed Circuit .....	16
Datebook .....	64
Editorials .....	78
Fates & Fortunes .....	72
Fifth Estater .....	75
For the Record .....	66
In Brief .....	76
Monday Memo .....	18
Open Mike .....	65
Ratings Week .....	25
Special Report .....	37

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Frank Biondi Jr. (center) with Viacom's two new divisional chairmen and CEO's: Neil S. Braun (l) and Edward D. Horowitz.

## VIACOM'S MEN WITH A PLAN

*Biondi picks strategic thinkers to run entertainment and broadcasting; Braun to increase internal program development; Horowitz ready for radio rule changes*

By Geoffrey Foisie

**F**rank J. Biondi Jr. last week shook up Viacom International, he said, to re-energize two divisions—entertainment and broadcasting—whose growth had “hit a wall.” The company’s president and chief executive officer told the divisions’ CEO, Henry Schleiff, that he should focus just on broadcasting, giving up entertainment. Said Biondi: “Both sides have structural and competitive problems, and I was not satisfied there was a plan in place to address those problems.” Schleiff, whose contract ran through 1995, opted instead to go a totally different route, becoming an in-house producer (see box).

Already Biondi had picked someone to run the \$275 million entertainment division: Neil S. Braun, the 39-year-old senior vice president, corporate development, and chairman of the company’s in-house movie unit, Viacom Pictures. When Schleiff declined to continue overseeing broadcasting, Biondi elevated the company’s chief technology executive, Senior Vice President Ed Horowitz.

Biondi told BROADCASTING Braun and Horowitz may want to make “additional changes” in the divisions they

now run. Horowitz indicated complete confidence in TV Division President Francis “Pat” Brady and Radio Division President Bill Figenshu.

Braun said the “buzz” about him restructuring Viacom’s first-run syndication business is a “misperception”: “What I said to the troops last week is that the first goal in hand is to redefine how we are going to go about doing

### SCHLEIFF GOES IN-HOUSE

**H**enry Schleiff, who has accepted a role as in-house producer at Viacom, said last week he was “less concerned with the technology” part of Viacom entertainment’s new strategy (see story). The former entertainment CEO leaves that division with three series on the networks for fall, nine movies of the week and the syndicated *Montel Williams Show*. Viacom’s broadcasting group continues to post above-industry-average cash flow margins.



business. That will more than likely necessitate organizational changes, but those will flow from the business plan, not from people issues. The people there now have the first crack to accomplish the transition.”

That transition is away from traditional ways of producing for the networks and first-run, said Braun. “Rather than making multimillion-dollar guarantees to writer-producer types, we can get much more bang for the buck by investing in our own in-house creativity.” He added that rather than develop expensive network pilots with an unknown future, Viacom may implement those same ideas first as short-form programming for its six cable networks.

Braun and Horowitz plan to develop internally generated projects in other ways as well. They have been working on a strategic plan, yet to be formally presented to Biondi and Viacom Chairman Sumner Redstone, that calls for the company to take control of developing Viacom properties for electronic publishing and other new technologies. Said Braun: “The MTV and Nickelodeon brands translate very well into the Sega and Nintendo platforms, as well as CDI and CD-Rom. We think we can make money on it, but beyond that, it is also a self-funding R&D tool so that when an interactive network can be delivered to the home we will have already benefited from producing for interactive platforms that are already businesses.” Braun and Horowitz have been working jointly on technology strategy for several years and helped shepherd the company’s investment in Insight-Telecast.

Horowitz said the broadcasting division will continue to make “opportunistic” changes as the situation arises. He did acknowledge the company has been actively looking at the proposed radio ownership rule changes: “We don’t have anything formal at this point but we have a plan that is coming together....”

Braun was replaced as senior vice president, corporate development, by Thomas E. Dooley, who will, for now, continue oversight of the treasurer’s duties. Viacom Pictures, Braun’s other responsibility, has been moved “under the auspices of Showtime,” said the company. Biondi last week also promoted William A. Roskin to senior vice president, human resources and administration. ■

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Source: <sup>1</sup> NSI Cassandra DMA CAR Feb. 90-May 92. All sitcoms with 10% or more U.S. coverage. Ranked by HH share. <sup>2</sup> NSI Cassandra DMA CAR avg. 90-91 and 91-92 seasons. All sitcoms averaging 10% or more U.S. coverage in particular dayparts for all seven sweeps. Based on HH share. <sup>3</sup> NSI 90-91 and 91-92 seven-sweep avg. for Golden Girls and respective lead-ins. May 92 for shows listed. <sup>4</sup> NSI Cassandra DMA CAR Affiliate/Independent Volume. Avg. 90-91 and 91-92 seasons. All sitcoms averaging 10% or more U.S. coverage for seven sweeps. Ranked on HH share. <sup>5</sup> NTI/NSI Nov.-Feb.-May avg. for 91-92 season. <sup>6</sup> NSI Cassandra DMA CAR 90-91 and 91-92 seasons.

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# NBC RACES TO PUT ADVERTISERS IN OLYMPIC PICTURE

*Network nears sales goal for Barcelona games, but at what cost to fourth quarter?*

**By Steve McClellan**

**N**BC said last week it was within \$10 million of reaching its \$500 million network sales goal for the summer Olympics, which began in Barcelona over the weekend (July 26). But according to advertising agency sources, the network got there with the help of creative packaging allowing advertisers to take advantage of bargain basement rates, and other concessions, that could result in lower fourth-quarter revenues.

A network spokeswoman said that as of July 23, two days before the opening ceremony in Barcelona, Olympic sales totaled \$490 million and that selling would continue throughout the games, making it likely NBC would reach, or come very close to, its \$500 million sales goal.

Agency sources reported, however, the network was making major concessions to get Olympic sales, including substantial discounts in some dayparts, higher ratings guarantees than originally planned, and packages that include fourth-quarter prime time and sports at drastically reduced rates.

According to one Olympics time buyer, Olympic daytime and late-night spots were reduced by as much as one-third off the asking price, said to be about \$45,000 per 30-second unit.

In prime time, said an agency buyer, the network was making some "modest cuts" in unit pricing. Spots in the daypart were initially going for around \$320,000. But more significantly, the network allowed prime time advertisers to package Olympic sales with fourth-quarter time, at substantial reductions.

"Just to give you one example, they'd say you can buy your [fourth quarter] prime time at 50 cents on the dollar if you give us the Olympics," said one agency executive. The executive also said the network was offering similar tie-ins to fourth-quarter National Football League time and other programs as well. Sources said such deals were similar to ones offered by CBS in its effort to sell last year's Super Bowl. "NBC was a little late in recognizing that advertisers were not earmarking special funds for Olympic spending," said an agency executive. "The Olympics now come straight out of media budgets. It screws up sports all year long. And it could well have a deleterious effect on fall inventory."

The network has also offered more attractive ratings guarantees to get additional Olympic money, sources said. They said initially, NBC forecast a 16.9 rating for prime time Olympics programming. However, the network said it would guarantee only 90% of that, or a 15.2 rating. But after encountering some resistance, NBC said it would guarantee 100% of the projected figure. And recently, the network raised the prime time guarantee to an 18 rating, sources said.

At deadline, NBC sales chief Larry Hoffner was en route to Barcelona and could not be reached for comment. But in earlier press reports, Hoffner acknowledged some discounts were being offered as the games got closer.

In addition to the network's roughly \$500 million in sales, the NBC owned television stations have sold about \$75 million in Olympic time. On the cost side, the network spent \$401 mil-

lion for the rights to the Barcelona games and is spending close to another \$200 million to produce and promote the network's 161 hours of broadcast coverage as well as the pay-per-view Triplecast coverage that is a joint venture of NBC and Cablevision (see story, page 11).

NBC was not alone in the struggle to sell the Olympics. Affiliates and rep firms that sold national spot time said the Barcelona games were the latest breaking Olympics market in broadcast history.

"It's been a very difficult sale, with just about all the business coming in the last two months," said Ed Munson, general sales manager at WAVY-TV Norfolk, Va. By comparison, Munson said that in 1988, 35% of the Olympic inventory had been sold by the start of the year. He also said the pricing this time around is not up to 1988 levels, "but we're pleasantly surprised at our ability to get the rates we feel we need."

Many stations reported changing sales strategies for the Barcelona games. Instead of offering three or four standard packages, advertisers could pretty much custom tailor individual packages to suit their needs. "That really goes to the fact that there is far less incremental money earmarked for the games," said Michael Corkin, vice president and general manager, WTHR(TV) Indianapolis. "It's an entirely different world commercially. In 1988, we had a ton sold by January. Nine months ago, I don't think we had a single spot sold. This year, they all waited until the last month to commit. We got sweaty palms, but we did all right." ■



# PPV IN BARCELONA: LET THE TEST BEGIN

*Triplecast Olympic coverage kicks off with NBC and Cablevision hoping last-minute sign-ups will boost audience*

By Rich Brown

**A**t last, the moment of truth has arrived for the much-maligned Pay Per View Olympics Triplecast.

Partners NBC and Cablevision Systems Corp. were insisting right up through last week that last-minute subscribers would boost orders, ideally past the breakeven 2 million mark. But negative press continued to mount on the unprecedented pay-per-view experiment, which, according to its partners, had managed to sign up between 50,000 and 60,000 homes by mid-July.

As the Triplecast headed into its final sales push, naysayers were everywhere. Even NBC late-night personalities David Letterman, Bob Costas and Jay Leno managed to get into the act by making on-air cracks about their network's Triplecast plans. "If they can get one more person to sign up for the Triplecast, it will be a Quadruplecast," quipped Leno during his Wednesday monologue.

Adding to its problems, the New York City Department of Consumer Affairs slapped the operation with charges of deceptive trade advertising for promising live coverage while delivering a mix of live and taped programming. NBC and Cablevision agreed to change the text used on its toll-free phone order line and adjusted its print advertising accordingly.

The Triplecast presents a number of unknowns that make the success of the \$200 million experiment somewhat unpredictable. It is an unprecedented PPV offering: three channels offering about 1,080 hours of programming to more than 42 million homes at an average price of \$125. For many cable systems, it has now become a matter of waiting to see if viewers will act as impulsively as they usually do when ordering pay-per-view events.

"We don't know at this point how the consumer is going to react," a Triplecast spokeswoman said last week.

Time Warner's New York City cable systems at press time were reporting orders of about 1,100 for the package,

according to Hugh Panero, vice president, pay-per-view programming and distribution. Roughly 700,000 of the cable households in the city are able to order the Triplecast, including about 75% of the wired homes in Manhattan.

Panero says he is particularly curious to see how many viewers will or-

der the daily Triplecast option at \$29.95 per day. Time Warner is making a concerted effort to go after those single-day purchases through the use of detailed Triplecast schedules on its PPV barker channels.

"I don't think anybody knows how it's going to do," says Panero. "The whole thing's a big test." ■

## HOUR DRAMAS TAKE CENTER STAGE AT SYNDITEL

By Mike Freeman

**T**he emergence of hour-long dramas in first-run syndication has continued to build steam, but TV critics and viewers alike have been curious about the quality of the new action-adventure fare available next season. At least the critics were able to get the first clues at Synditel, the closing leg of the Television Critics Association press tour in Los Angeles last Thursday.

No other upcoming syndicated drama has generated as much interest as *Star Trek: Deep Space Nine*, Para-

mount's January 1993 spinoff from *Star Trek: The Next Generation*.

Co-executive producers Rick Berman and Michael Piller spent most of the session discussing plotline and character details, which BROADCASTING first revealed in its July 6 issue.

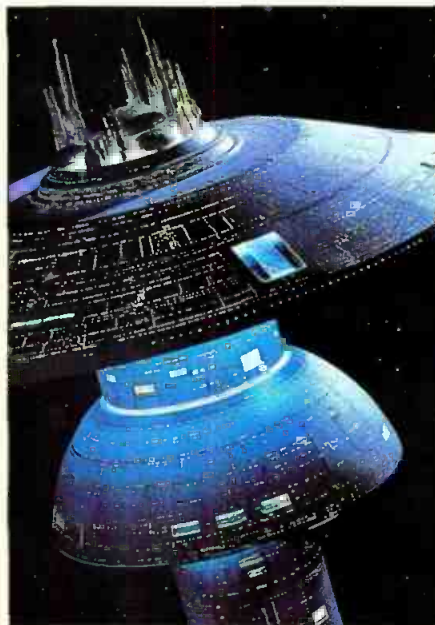
Unlike *DSN*, most of whose stations are independents that bought *The Next Generation* and had first rights to the spinoff *The Untouchables*, Paramount's other new January 1993 weekly action-adventure is also being purchased by some network affiliates.

Chris Crowe, a theatrical producer who is executive producer of *The Untouchables*, said he felt that economic and content limitations placed by the broadcast networks on hour dramas are fueling the emergence of bigger budget syndicated hours.

"The committee [executives within network programming ranks] is getting larger, while the [license] fees are getting smaller," Crowe said. "All I know is that Paramount has given me more money to work with [up to \$1.6 million per episode] and a lot less committee to deal with."

Working outside network parameters, said Crowe, is allowing him the luxury of shooting the two-hour pilot on location in Chicago, which will give the series its "necessary historical realism and texture," something that the 1920's period piece would find more difficult to achieve on a Hollywood backlot. He wants to produce the remaining 16 episodes in Chicago.

The pilot begins with the births of



*'Deep Space Nine' is heating up first-run action adventure in syndication.*

gang leader Al Capone and G-man Elliot Ness, simultaneously depicting their divergent but similar ascendencies to power, up to the first time they "lock horns," Crowe said. Casting is not complete for the series regulars.

*The Renegade*, from Cannell Distribution, began production nearly a month ago in San Diego. Executive producer Stephen J. Cannell, who was joined at the presentation by series star Lorenzo Lamas, who plays a motorcycle-riding bounty hunter, said the non-union production costs are lower in San Diego than the similarly non-union Cannell Studios facility in Vancouver, Canada, which serves as the base for his returning syndicated hour, *Street Justice*.

Declining to elaborate on *The Renegade's* production budget, Cannell claimed the 22 episodes will be "network-quality" hours. Although Cannell said he pitched *The Renegade* to one of the networks and was turned down, he later found that syndication is the "best venue" to support the concept of a "contemporary western." ■



## CHAPADOS SWORN IN

Commerce Secretary Barbara Hackman Franklin (r) held a wine-and-cheese reception Wednesday night (July 22) to swear in Gregory Chapados as assistant secretary of commerce for communications and information and administrator of the National Telecommunications and Information Administration ("the longest title in Washington," one party-goer said). Chapados easily won Senate confirmation for the post earlier this summer (BROADCASTING, June 22).

—BMS

# FCC PONDERES CHANGING RADIO LIMITS

*Mass Media proposes starting cap at 18-18 and raising it over time; Duggan, Quello support Sikes on phase-in, pending working out of details*

By Harry A. Jessell

**B**ending to congressional pressure, the FCC is considering retracting the fixed national radio ownership limits—30 AM's and 30 FM's—it adopted last spring and substituting a scheme that would gradually raise the limits to the 30-30 level over several years.

Under the plan cooked up by the FCC Mass Media Bureau, an agency source said, a broadcast group would initially be allowed to own 18 AM's and 18 FM's. What the interim steps would be and the length of the phase-in period were the subject of discussion among FCC staff and commissioners late last week. All the numbers are in play, said one source.

The FCC is also looking to trim back its new local ownership limits, which would allow ownership of between four and six stations in a market, depending on its size. One proposal being kicked around would set the new limits at three AM's and two

FM's in large markets and two of each in some markets.

FCC Commissioners Jim Quello and Ervin Duggan are prepared to join Sikes in support of a phase-in, but each warned that his vote relied on the details yet to be worked out.

"I think an incremental increase would work pretty well," said Quello. If broadcasters are not even interested in 30/30, he asked, "why cause all the furor in Congress?"

The modifications are primarily designed to appease members of Congress—notably House Energy and Commerce Committee Chairman John Dingell (D-Mich.)—who believe the FCC went too far last March. The old national rules capped national ownership at 12-12 and local ownership at one AM and one FM.

But a House Commerce Committee aide sounded unconvinced when told of the FCC's latest efforts. All the phase-in plan does is recognize that broadcast groups cannot afford to immediately reach the 30-30 limits, he

said. The plan would still allow all radio stations to ultimately fall into the hands of just 166 broadcast groups, he said.

If the commissioners can soon reach a consensus, they could adopt the revised limits at the FCC's Aug. 5 meeting. FCC Chairman Al Sikes would like to act Aug. 5 to obviate the need for a stay of the spring limits, slated to go into effect Aug. 3.

If the Mass Media Bureau cannot get a concrete proposal to the commissioners a week ahead of the Aug. 5 meeting as required by agency rules—that's this Wednesday—Sikes may try to act on "circulation"—that is, by simply passing around copies of the rules for the signatures of the commissioners.

Media broker Gary Stevens said cutting back the caps to 18-18 would put a damper on mergers among radio groups: "We are beyond the point where we are trying to build oligarchies here; we are trying to save a business." ■



# Nielsen



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~~28~~ markets...

Covering **over** 50% of the USA

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the established leader in  
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## CABLE REREG

Continued from page 3

pandering for votes during an election year, "falsely arguing that this legislation would help consumers.... This bill is the worst form of special interest legislation."

The Bush administration has consistently stated its intent to veto a bill resembling S. 12 and the day before last week's vote issued a policy statement calling H.R. 4850 "anticonsumer" and "excessively regulatory."

The threat of veto prompted Norman Lent (R-N.Y.), ranking minority Energy and Commerce Committee member, to offer a less regulatory substitute, similar to a cable bill passed by the House in 1990. The administration statement praised the Lent substitute, which eventually fell, 144-126, as a way to "reduce one impediment to competition in the cable industry—the exclusive franchise."

The debate over the Tauzin and Manton amendments was the most heated part of the eight hours the House spent on consideration of H.R. 4850, extending late into Thursday night. Tauzin called his program access plan "the heart and soul of this legislation." Without the opportunity to buy cable programming, emerging alternative media such as direct broad-

cast satellites, wireless cable and telco-owned fiber optic systems would never be able to provide true competition to force current cable operators to lower their rates, he said.

Manton denounced the Tauzin amendment as "an abridgement of intellectual property rights that would effectively prohibit all exclusive contracts between a video programmer and a cable operator."

Manton also denied that cable programmers are engaging in abusive discrimination of alternative multichannel distributors. As evidence, he could point to a letter to the Congress written last week by Stanley S. Hubbard, president of the United States Satellite Broadcasting Co., a leader in the drive to establish a DBS market.

Hubbard endorsed the Manton amendment because it "does not prescribe terms and conditions. Our only interest is that there be a level playing field whereby we can bargain in a free and open marketplace for our programming."

Manton's cause was also endorsed by Dingell, Lent, Majority Whip David Bonior (D-Mich.), Democratic Caucus Chairman Steny Hoyer (Md.), Democratic Congressional Campaign Committee Chairman Vic Fazio (Calif.) and other powerful House leaders.

Dingell, in a rare legislative defeat, took to the House floor to defend the Manton proposal as "an effective

remedy for the problems faced by independent distributors of programming" and warn that the Tauzin amendment is "veto bait."

Broadcasters' greatest victory in H.R. 4850 was passage of must-carry, which drew no criticism during the floor debate.

The key issue now to be decided in conference is whether broadcasters should receive compensation for cable's retransmission of their signals. (The House had not yet chosen cable bill conferees at deadline last week. Senate conferees are expected to be announced this week.)

The Judiciary Committee, led by Chairman Jack Brooks (D-Tex.), and Copyright Subcommittee Chairman William Hughes (D-N.J.) are promoting a copyright alternative that would gradually eliminate the cable compulsory license early in the next decade and in the transition years allow broadcasters and Hollywood program producers to each receive a monthly 2.5-cent-per-subscriber payment from cable systems for use of local signals.

NAB President Eddie Fritts was disappointed the Rules Committee decision blocked House debate on retransmission consent "since it was clear House members were prepared to pass it by a large margin...and defeat the Hollywood Copyright proposal."

During the one-hour debate on the rules for H.R. 4850's consideration last Thursday, 10 members rose to express disappointment that retransmission would not be a part of the bill, while only Hughes rose to defend the copyright option. That apparent tilt made broadcasters confident of their chances for regaining the provision in conference. "If you have the votes, you win [in conference]. That's what I've found," said Martin Franks, CBS Inc. Washington vice president.

A majority of conferees from the Senate, where support for retransmission consent is strong, is expected to side with broadcasters. A spokesman for the Senate Commerce Committee said last week that no assurances have been given to Senate Judiciary Committee Chairman Dennis DeConcini (D-Ariz.), a copyright alternative supporter, that he will have a seat on the conference committee. ■

## SCI TELEVISION: RESTRUCTURING REDUX

**S**CI Television is in default and will probably miss repaying \$140 million of debt due this week. That is not surprising news. What is noteworthy is that new players have crept into the ranks of SCI's creditors, and these new creditors may be less lenient with the group owner on future debt deferral and covenant violations. Specifically, some of the \$660 million in senior SCI-TV debt previously held by banks has recently been bought by investors specializing in "distressed" companies, said to include Fidelity Investments, Trust Company of the West and Apollo Advisors (which played a leading role in the proposed restructuring of SCI sister company Gillett Holdings).

Bank lenders may have avoided forcing a second restructuring of the group owner for fear of having to write down their loans. But the "distressed" investors are buying the bank debt at a discount to its face value. They would thus have less, if anything, to lose in a liquidation of the group owner. Such investors generally also have higher rate-of-return targets on their investments than do banks.

SCI-TV showed an improvement in first-quarter operating results, registering a 5% revenue increase despite a 30% decline in non-advertising revenue, principally because of cuts in network compensation to its CBS affiliate stations. By one estimate, the company is easily covering cash interest payments, although a roughly equal amount of non-cash interest expense accretes to non-bank debt, which, as of March 31, stood at over \$600 million.

**For More Late-Breaking  
News, See "In Brief,"  
Pages 76 and 77**



# The New Mr. America!

He's the #1 rated weekly Syndicated kid's show in the nation.

## America's Top Toons

Rank	Kids 2-11 Rating
<b>1. MR. BOGUS</b>	<b>6.2</b>
2. <i>Captain Planet</i>	5.2
3. <i>Bucky O'Hare</i>	5.1
Kids 6-11 Rating	
<b>1. MR. BOGUS</b>	<b>5.8</b>
2. <i>Bucky O'Hare</i>	4.8
2. <i>Captain Planet</i>	4.8



He's also #1 of all Network and Syndicated kid's cartoons in America's biggest cities. He's the bodacious Mr. Bogus!

## New York

Rank		Kids 6-11 Rating
<b>1. MR. BOGUS</b>	<b>WWOR</b>	<b>18</b>
2. <i>Teenage Ninja Turtles-I</i>	WCBS	17
2. <i>Tale Spin</i>	WPIX	17
2. <i>Darkwing Duck</i>	WPIX	17
5. <i>Teenage Ninja Turtles-II</i>	WCBS	16
6. <i>Chip 'N Dale</i>	WPIX	14
6. <i>Darkwing Duck</i>	WABC	14
6. <i>Tiny Toon Adventures</i>	WNYW	14
6. <i>Garfield and Friends</i>	WCBS	14
6. <i>Prostars</i>	WNBC	14

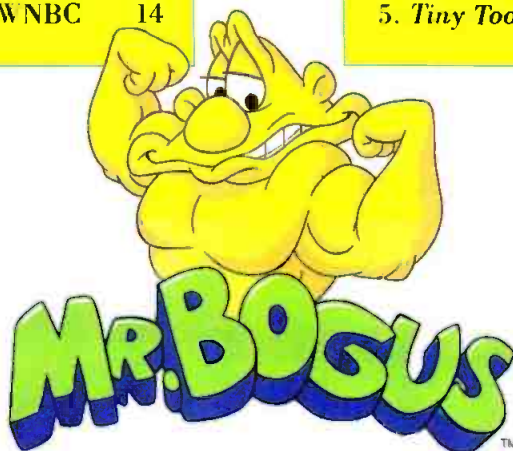
## Los Angeles

Rank		Kids 2-11 Rating
<b>1. MR. BOGUS</b>	<b>KCOP</b>	<b>15</b>
1. <i>Bill &amp; Ted's Adventures</i>	KTTV	15
3. <i>Funtastic-Robin Hood</i>	KCOP	14
3. <i>Back to the Future</i>	KCBS	14
5. <i>Darkwing Duck</i>	KABC	13
5. <i>Beetlejuice</i>	KABC	13
5. <i>Bucky O'Hare</i>	KCOP	13
5. <i>Bugs Bunny &amp; Tweety</i>	KABC	13
5. <i>Tom &amp; Jerry Kids</i>	KTTV	13
5. <i>Tiny Toon Adventures</i>	KTTV	13

Sources: A.C. Nielsen May 1992 Sweep  
Cassandra Ranking & NY and LA Market Reports



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ENTERTAINMENT  
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Animation by



# Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

## NEW YORK

### TRANSACTIONAL TALK

Just after assuming the post of chairman and CEO of Viacom Enterprises last week (as first reported in "Closed Circuit," July 20), Neil S. Braun said that development is moving forward on a first-run "transactional," talk/home shopping strip for syndication in fall 1993. The most recent attempt at a talk/home shopping show, *Day-to-Day Live* was launched by ITC Distribution and Home Shopping Network just before last year's NATPE convention, but met a lukewarm station reception and was pulled from the market shortly after the programming conference.

### DESIGNING DEMOCRATS

Producer Linda Bloodworth-Thomason (*Designing Women*) is expanding her 13-minute film bio of Bill Clinton that was presented at the Democratic National Convention (and which ABC and CBS refused to air). Talk has it that the lengthened version will be used as a half-hour commercial for Clinton.

### FOLLOWING SUIT

One or more broadcast networks may buy digital satellite video compression equipment shortly after Viacom, TCI and PBS purchases next winter (see page 40). ABC, which sees HDTV as the ultimate pivot point into a digital world, is nevertheless "intensely and actively following and testing the technology" for NTSC application, says one executive, adding, "we'll be ready to go when it's ready to go." A host of experts say the networks, with only 200-300 affiliates to outfit with \$15,000-\$20,000 decoders, would quickly recoup their investment through transmission savings and added services and revenues. "I wouldn't be surprised to see several of the networks follow right behind us with purchase orders of their own" for

### TAKE A LETTERMAN

Sensing David Letterman's continuing disenchantment with NBC, several major syndication players are apparently preparing, or have already made, preliminary pitches to the veteran late-night talk show host. ABC and CBS may be drawing up similar bidding plans once Letterman's NBC contract expires in April 1993. King World Productions, according to a New York source close to the distributor, has offered a \$25 million, three-year guarantee—on top of gross revenue participation—to prod Letterman into taking on Jay Leno and Arsenio Hall head-on in the 10:30 and 11:30 p.m. time periods. With King World's top-rated syndication strips *Wheel of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show*, in addition to second-ranked news strip *Inside Edition*, having Letterman in late night would be a "perfect fit, giving them a solid hold of virtually each major daypart," said the source. An undaunted Tribune Entertainment, which last week discontinued first-run production on *The Dennis Miller Show*, makes no secret of its desire to get back into the late-night talk arena (see story, page 19). Other interested syndication suitors are rumored to be Warner Bros., Buena Vista and Columbia Pictures.

distribution, says PBS VP Howard Miller, who predicts digital remote news uplink applications too as volume sales drive encoder costs down to \$15,000-\$20,000 per truck.

### NEW ADDITIONS TO FAMILY

The Family Channel this fall will build on its successful kids' programming lineup by adding five hours of animated shows per week. Among kids' shows making their debut on the cable network on Saturday mornings will be off-network series *Pro Stars*, *Wish Kid* and *Hey Vern, It's Ernest*.

### TALK TRYOUTS?

While Deborah Norville takes a two-week vacation from her nightly talk show, ABC Radio Networks has filled in for her with an eclectic cast of guest hosts. Scheduled for the two weeks beginning July 20: Republican strategist and TV producer Roger Ailes; Rev. Jesse Jackson; Lt. Col. Oliver North; former New York Mayor and WABC (AM) talk host Ed Koch; Talk host Roberta Gale of WKXW(FM) Trenton, N.J.; *Inside Edition*'s Nancy Glass, and *Newsweek*'s Eleanor Clift. While the net-

work has no announced plans to replace Norville or expand its talk programming, such fill-ins are often auditions for future network engagements, either as fill-ins or full-time hosts. "You're always interested in something beyond one night," said one talk radio insider familiar with network scheduling.

## LOS ANGELES

### ON THE SHELF

Twentieth Television's development of a prime access strip to take on *Entertainment Tonight* in prime access (BROADCASTING, July 13) was to be a broadcast spinoff of *TV Guide*, which is owned by Fox's parent company, News Corp. According to a source close to Fox's syndication division, however, the project has been put on the shelf for lack of quality prime access time periods, most of which are occupied by solidly entrenched incumbent strips. "The development slate hasn't been fully narrowed yet for fall 1993, so if there is some fallout [in early fringe or prime access] it can probably be jump-started in a relatively short amount of time," said the source.



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**Publication date: October 5, 1992**

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# Monday Memo

## The FCC's "video dialtone decision...has opened a door for television stations."

**W**hile opening a door for telephone companies with its video dialtone decision, the FCC has also opened a door for television stations.

A door to liberate stations from having only one wired avenue into the home—the local cable system.

A door to liberate stations from the financial prison of offering only one channel of programming and receiving only one revenue stream of advertising.

The commission voted on July 16 to allow telephone companies to offer—on a nondiscriminatory, common carrier basis—a transmission system to deliver video programming and other new services to the public. In addition, phone companies will be allowed up to a 5% interest in video programming (cable television) within the local phone service area.

The FCC also recommended that Congress repeal the 1984 Cable Act's ban on cable and telephone crossownership. Phone companies would have to help create new cable systems, not buy up existing ones.

Arrival of a second system in the community following either (1) congressional passage of "retransmission consent" as part of cable deregulation or (2) elimination of cable's compulsory license, would give a station a stronger negotiating position by having two bidders for its programming.

Because of the FCC's recent decision, phone companies will be seeking joint ventures with broadcasters. Phone companies would contribute funding and a new, broadband delivery system with extensive capacity, while stations would create local programming (and station groups could generate national programming). Stations also could do the ad sales and promotion.

As a consultant to the United States Telephone Association, I'm developing common ground with TV stations on

phone companies' entry into video programming. Having spent most of my career in broadcasting (much of it in news), I know how stations have yearned for new programming opportunities that could prevent further layoffs of reporters, producers and technicians.

With telephone company money and high-quality broadband delivery, a station could produce:

- Local news, sports and shopping channels.



A COMMENTARY BY GERALD E. UDWIN, PRESIDENT, THE UDWIN GROUP, WASHINGTON

- On-demand, specialized video programming services—suburban news, local election returns, sports highlights, community events and entertainment previews.

- On-demand text versions of such information, along with traffic updates, weather, school closings and lunch menus and local stock prices.

Television stations currently gather this video and information. They know how to package it—and sell it to advertisers. Why shouldn't stations develop such new services, with telephone company funding and delivery?

Already, cable systems are beginning to provide specialized local video programming, especially news and sports. And, cable and computer companies together are exploring how to supply video and data on demand.

There are no guarantees that any of these video or text concepts will work in a particular community. But it's clear cable companies are creating new, often local, services that stations can provide with phone companies.

By fall, the pending cable legislation likely will be resolved. Enactment may help TV stations, but cannot meet all their needs. Then it will be time for stations to join in creating other legislation, including safeguards insuring competition, to advance the opportunities that a significant telephone role in video programming will offer to broadcasters and the public. ■

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# Television

## TRIBUNE ON LATE NIGHT: 'WE SHALL RETURN'

*Despite demise of 'Dennis Miller Show,' company will keep eye open for another contender; Don Hacker says he'd be happy to corral Letterman for syndication*

By Mike Freeman

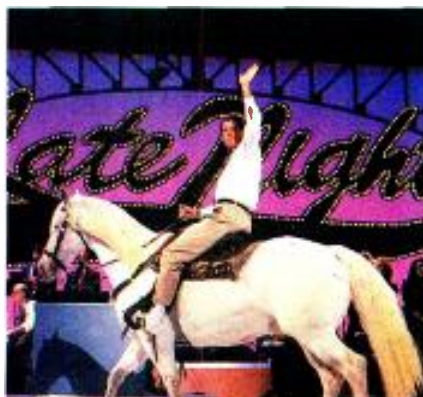
**A**pparently undaunted by the failure of Dennis Miller to crack late night (he's "outta there" as of Sept. 11, when repeat episodes end), Tribune Entertainment will not "shy away" from the late-night arena and appears, in fact, prepared to enter a possible bidding war for David Letterman, should the opportunity arise.

Meanwhile, on the daytime front, Tribune Entertainment Co. President Don Hacker told BROADCASTING that the company will launch a full national rollout of *The Faye Wattleton Show* in daytime in January 1993, possibly filling some vacancies left by TEC's cancellation of *Now It Can Be Told* earlier this season.

Since Jay Leno was first selected as the heir to NBC's *Tonight Show* over a year ago, Letterman's widely rumored dissatisfaction over his treatment by NBC has put a gleam in the eye of a number of programers who are anxious to take Leno and Arsenio head-on in the hotly competitive 10:30-11:30 p.m. time periods.

The subject of a possible Letterman initiative by Tribune was raised when Hacker suggested that the *Dennis Miller* set would be put in storage at Tribune-owned KTLA(TV) Los Angeles for "possible use at a later time." He then vowed, "We'll be back in late night in one form or another." Hacker would not say whether or not he had contacted Letterman or his agent, but it is widely reported that both are precluded from negotiating with syndication or network suitors until Letterman's contract expires in April 1993.

Hacker makes no secret, however, of his interest in the late, late night host. "I would be more than happy to put Letterman into syndication,"



*When his NBC contract expires, David Letterman could be some syndicator's late-night knight on a white horse.*

Hacker said enthusiastically. "He has proved himself to be a winner, a proven commodity in late night. I think his interest is to move up in time period to prove he can take on Jay [Leno] and Arsenio in head-to-head competition. However, I do think [Letterman] is

going to study all of his options carefully before making a decision to leave what has proven to be a strong post-*Tonight Show* time slot."

If Letterman should decide on the syndication route, some doubt remains as to the quality of independent (mostly UHF) stations that could be put together by Tribune or another distributor, not to mention trying to entice affiliates away from their network-supplied late-night fare. Hacker, however, countered that the Tribune-owned (VHF) independents in New York (WPIX(TV)), Los Angeles (KTLA) and Chicago (WGN-TV) would provide the sort of "springboard" to attract other "quality" independent and affiliate station groups.

(Tribune also has independents in Philadelphia [WPHL-TV], Denver [KWGN-TV], Atlanta [WGNX(TV)] and New Orleans [WGNO(TV)].)

Of course, as one New York rep source mused, Letterman could, in the

## RYSHER/KUSHNER-LOCKE MERGER OFF

**T**he expiration of a 45-day window on a letter of intent to merge Kushner-Locke Co. and Rysher Entertainment passed last week with both Los Angeles-based companies breaking off talks over a rumored disagreement over who would have clear authority over the combined entity. When the preliminary deal was struck (BROADCASTING, May 25, June 1), Kushner-Locke, a traditional supplier of network series and long-form product, proposed a stock swap valued at \$7.5 million-\$10 million to combine Rysher's distribution services with K-L's production capabilities.

"For us to remain independent, this may have been the best thing to happen to us," said Rysher President Keith Samples, who founded the syndication company a year and a half ago after leaving the top off-network sales post at Warner Bros. Domestic Television Distribution. "With a merger, you sometimes end up having one too many bosses," he added, without directly naming K-L co-chairmen Donald Kushner and Peter Locke. Kushner-Locke officials were unreachable for comment.

"When we sat down to put it all together, it just made more sense to take a deep breath and figure a way of doing business that is a little less all-inclusive," Sample concluded.

—MF

## IF HE'S OUTTA THERE, WHO'S IN THERE?

The imminent departure of Dennis Miller from the late-night scene (see story, page 19) leaves a largely one-on-one contest between Jay Leno and Arsenio Hall (at least until this fall, when Whoopi Goldberg and Rush Limbaugh enter the late-night fray). Unlike the hefty Ross Perot following being courted by the presidential candidates, the *Miller* constituency being released is far from a windfall. With Tribune's *Miller* averaging a 1.8 season-to-date rating (NSS, Jan. 20-July 5) in its coverage area, rep sources say a potential even split of those ratings between Leno and Hall would have little impact on the ratings.

The pool of available *Miller* client stations comes as little benefit to upcoming fall 1992 late-night series projects, which have already cleared most of the country: Genesis Entertainment's slated half-hour *Whoopi Goldberg* (sold in 165 markets representing 93% coverage) and half-hour romance game show *Infatuation*

(166 markets, 94%); Multimedia Entertainment's *Rush Limbaugh* (170 markets, 95% coverage). The most immediate beneficiary appears to be *The Byron Allen Show*, which the host/distributor says has picked up *Miller* client stations KHTV(TV) Houston, KDFI(TV) Dallas and WRTV(TV) Indianapolis. With 82 stations and 65% of the U.S. sold, Allen has proclaimed the expanded talk show strip a firm go for fall.

Also, Warner Bros. Domestic Television Distribution's *NightTalk with Jane Whitney*, a slow-rollout vehicle testing on 16 stations (34% of the U.S.) has received an upgrade from WPLG-TV Miami, swapping its 1 a.m. time period for *Miller*'s midnight time period, effective immediately. *NightTalk* is generally perceived as an affiliate-driven late talk vehicle, but Scott Carlin, WBTD's senior vice president of sales, says the studio is talking to independent stations that are willing to discuss 12-1 a.m. time periods.

end, still opt for a network clearance deal, which would "automatically" assure him a 200-station lineup. "NBC is going to have to do some serious courting to win back Letterman's respect, plus substantially beat back any competing offer," said the source.

Hacker's keen interest in Letterman and late night may come as a surprise to some industry watchers, given that *The Dennis Miller Show* suffered with a sub-2 household rating from the time of his debut last January, while clearing well over 100 markets.

Several station executives expressed disappointment over the abrupt cancellation, noting that Tribune officials had repeatedly promised first-run production would continue through the summer and into next fall. After looking at the first three weeks of the current July sweeps, in which Hacker had hoped *Miller* would better its 1.8 season-to-date rating average (NSS, Jan. 20-July 5), a meeting with Tribune station executives on July 17 and a subsequent one that same day with executive producers Brad Grey, Bernie Brillstein and Miller—over the show's "lack of growth" over three sweeps periods—sealed its fate.

"It just didn't hit the mark in the July book," Hacker explained. "We had hoped for a 2 to 2.5 [household] rating after Carson left [*The Tonight Show*] in May; that was the benchmark to keep [*Miller*] viable.

"We decided to do [the cancellation] now so that stations wouldn't have to scramble in August to find

replacement shows for this fall."

Even though it may represent another major setback for the syndicator, which also decided last May to halt production on Geraldo Rivera's *Now It Can Be Told* investigative strip, Hacker insisted that Tribune "broke even" after the reported \$5 million startup investment in *The Dennis Miller Show*. Rep sources estimated that the syndicator may have taken a \$2 million loss during the seven-month run of *Miller*, while Hacker insists that the national inventory was sold in advance of the show's debut, effectively covering the startup and operational expenses.

Another possible problem for Tribune may be *The Joan Rivers Show*, which has continued to suffer a slight but steady ratings erosion over the last two seasons, hovering at a current season-to-date 2.2 rating average. Rep sources suggest that Tribune may have to "cut its losses" soon on the talk

show strip. But, Hacker countered that *Joan Rivers* has been profitable for the "last 18 months," pointing to a recently completed cable licensing deal with USA Network as an additional revenue stream from *Joan*.

Hacker appears bullish on opportunities for new daytime strips, principally because he anticipates a further scaling back of network-supplied programming and continued affiliate compensation cutbacks. With that in mind, Tribune will be placing former Planned Parenthood President and CEO Faye Wattleton into a nationally syndicated talk show strip starting in January 1993.

Hacker said three major station groups (not including Tribune's station group) representing 10-15 major markets will participate in an "internal," off-air test of the Wattleton project later next month, when he hopes to have 10 episodes produced for additional focus group testing.

## HENDLER HEADS TO WNYW AFTER ALL

Hilary Hendler's on-again, off-again deal to leave Carolco Television to run Fox-owned WNYW(TV) New York is back on again: A Fox-issued press release said Hendler will start at the station July 27.

Hendler backed out of a deal a month ago to go to WNYW, saying she would instead oversee a rebuilding of Carolco Television. Hendler had two years remaining on her Carolco contract, and the company wanted her to remain in place to revitalize the television division.

At the time, talks to sell the Carolco TV library to Spelling Entertainment had stalled, but those talks have started up again, sources said. Whether Carolco is talking to other potential buyers of its TV library, primarily consisting of theatrical films, could not be determined.



# SAGANSKY EYES SECOND PRIME TIME WIN

*CBS Entertainment chief questions strategy of targeting young demos*

By Steve Coe

**N**ot surprisingly, Jeff Sagansky, president, CBS Entertainment, predicts the network will be number one next season for the second straight year. That prediction came during the CBS portion of the Television Critics Association press tour in Los Angeles last week.

Sagansky also predicted ABC would finish in second place, leaving NBC in third for the 1992-93 season. "In terms of our core schedule, the series, I think we're going to increase our margin. We don't have as much sports this year. I think we're going to win by as wide a margin, but I think we're going to do it with series programming," he said.

Sagansky also questioned the other networks' strategies of appealing almost solely to younger viewers and criticized what he said was the advertising community's obsession with the 18-49-year-old demographic. "I don't think there's ever been a clearer time in broadcast history where there are clearly different strategies going on as to what networks are trying to appeal to," he said. Sagansky said he didn't know who had decided that "at the age of 50, suddenly you stop buying deodorant and toothpaste...but everybody has seemed to embrace it." CBS isn't complaining. Sagansky said those programming strategies would "leave 35% of the audience to us exclusively. I'm not saying it's [the 18-49-year-old audience] irrelevant...but to program to that audience, whoever that is, exclusively—and I would tell you that that audience isn't one audience, it's 10 different audiences—to program to that exclusively, I think is—if I wasn't in the broadcast business, and I read these things—I would think it's sort of laughable."

As to the recent controversy stirred up by Vice President Dan Quayle's comments about *Murphy Brown*, Sagansky called the incident "clearly political" and said: "I don't think CBS has anything to apologize for. When I look at the shows on our schedule, from *Evening Shade* to *Picket Fences*, to *Major Dad* to *Brooklyn Bridge*, there are a number



CBS Entertainment head Jeff Sagansky

of shows that espouse these so-called sort of family values. Although I think they are extremely nebulous and are

probably clearest in Dan Quayle's mind...I think to comment on a show that he hasn't seen is slightly irresponsible, too."

Sagansky defended CBS's recent cuts in compensation, which have caused some dissension among affiliates. "Obviously the reason we made the comp cut was because the fundamental economics of the business have changed, and we pay more compensation than the other guys. We wanted to be on an even footing with ABC and NBC.

On the other hand, we can't survive without affiliates, nor they without us. And the bread and butter of our schedule, and their schedule—what they sell—is prime time. So, the only thing I guarantee you about this season, other than the fact that we are going to be number one, is that there is going to be failure on our schedule. If they choose to take these shows out with whatever, their own shows or syndicated programming, then I think we're all doomed.' ■

## KELLNER DEFENDS FOX AGAINST DOUBLE-STANDARD CHARGE

*Tells critics Chao firing, Fox penchant for pushing boundaries are not inconsistent; says fifth or sixth network may be in TV's future*

By Steve Coe

**J**amie Kellner, president, Fox Broadcasting Co., was caught trying to defend himself last week against charges of supporting a double standard. The charges came from members of the Television Critics Association after he defended both the firing of Stephen Chao for hiring a model to disrobe during a corporate gathering and the programming on the Fox network, which has included partially clothed women and men.

Kellner said he walked up on stage after the Chao incident and apologized to the people in attendance and explained that Chao's actions were not

indicative of a prevailing attitude at Fox. "I have no problem with a sense of outrageousness," said Kellner, who added he considered Chao's actions "distasteful and inappropriate. When you're in this business you have to know your audience and respect that audience. The move showed a lack of respect."

One critic asked if there wasn't some hypocrisy by Fox upper management when Chao was sacked for having a stripper on stage when just three weeks ago the summer show *Rachel Gunn R.N.* included a scene in which a male stripper disrobed to his underwear. "You don't see a difference between scantily clad and na-

## FOX ROLLS OUT ITS SEVEN-NIGHT WEEK

**F**ox outlined the debut dates of the rest of its new and returning shows last week. Its rollout began July 8 with the premiere of *Melrose Place* and wraps up Oct. 27 with the launch of its new Tuesday night lineup.

### Monday

8-10	<i>Fox Night at the Movies</i>	Aug. 17
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### Tuesday

8-9	<i>Class of '96</i>	Oct. 27
9-10	<i>Key West</i>	Oct. 27

### Wednesday

8-9	<i>The Heights</i>	Aug. 26
9-10	<i>Melrose Place</i>	July 8

### Thursday

8-8:30	<i>The Simpsons</i>	Sept. 17
8:30-9	<i>Martin</i>	Aug. 27
9-10	<i>Beverly Hills, 90210</i>	July 15

### Friday

8-9	<i>America's Most Wanted</i>	Sept. 4
9-9:30	<i>Sightings</i>	Sept. 4
9:30-10	<i>Likely Suspects</i>	Sept. 4

### Saturday

8-9	<i>Cops</i>	Aug. 15
9-9:30	<i>Code 3</i>	Aug. 15
9:30-10	<i>The Edge</i>	Sept. 19

### Sunday

7-7:30	<i>Great Scott</i>	Sept. 27
7:30-8	<i>The Ben Stiller Show</i>	Sept. 27
8-8:30	<i>In Living Color</i>	Sept. 27
8:30-9	<i>Roc</i>	Aug. 16
9-9:30	<i>Married...with Children</i>	Sept. 13
9:30-10	<i>Herman's Head</i>	Sept. 13
10-10:30	<i>Flying Blind</i>	Sept. 13
10:30-11	<i>Woops!</i>	Sept. 13

ked?" Kellner asked in response.

Although Kellner said he supported the quality of Fox Broadcasting Co. programming, he apparently draws the line at *Studs*—the risqué dating show syndicated by Fox's Twentieth Television. "I don't like *Studs* and I don't watch it. I wouldn't want it on Fox Broadcasting," he said.

Kellner, who has been with Fox since the birth of the fourth network, suggested that just as Fox has emerged to serve a specific audience, "maybe you'll see a need for a fifth or sixth network." He predicted that a fifth network would be born within this decade.

Kellner also talked about the legislative future for Fox. "My bet is we won't have these Financial Interest and Syndication Rules next year so it'll be a moot point," he said when asked about the upcoming deadline for adherence to a 15-hour network. He also characterized the current situation

between broadcasters and the cable industry regarding the question of retransmission as a game of "chicken," with the big three networks playing hardball. Although ABC, CBS and NBC are looking to force cable to carry their signals and pay them on par with cable channels such as the USA Network, Kellner said Fox has fostered good relations with cable and expects a more amicable solution as a result.

As for the current state of broadcast television, Kellner suggested the business is experiencing a "renaissance, and I think we've played a part in that."

He also doffed his cap to CBS for its rise to number one last season. "It goes to show that these big companies aren't dinosaurs and that with promotion and good shows you can succeed. We're in a period when we should not be afraid for the future of network television but excited," he said. ■

## PBS FACES THE CRITICS

By Steve Coe

**P**BS is undertaking a research project that will more accurately measure public television viewing by children, Bruce Christiansen, president and chief executive officer, PBS, said last Wednesday during remarks to the Television Critics Association press tour.

Christiansen was joined by Jennifer Lawson, executive vice president, national programming and promotion services, who announced two new projects to be produced by WGBH-TV Boston that will be funded through a \$100,000 research and development grant by PBS.

The children's viewing research intends to improve methods currently being used that PBS contends do not accurately measure younger viewers, especially those under two, and those children in formal and informal day-care centers or children in schools or educational environments.

Christiansen also said PBS is interested in video compression, "which will allow us up to 50 channels," and added "one of which will be a project we're working on, which is a national math channel." In addition, he said PBS is adding V-Sat capabilities, "which will allow us two-way interactive capability." He said the technology will be tested on 16 stations this fall with election programming, in possibly a town hall setting or for use in schools participating in the programs.

*The People's Century* (working title) and *The Rock 'n' Roll Project* (working title) are the two projects being produced by WGBH. The first is a 26-hour series that details great events and influential changes of the 20th century. The music program consists of 10 hours of historical and cultural examination of the roots and influence of rock 'n' roll through performance footage and interviews.

Also, PBS and the Corporation for Public Broadcasting have tagged \$6 million from the PBS/CPB Challenge Fund toward the development of programming to air in the first hour of prime time. "Through this, our very first Challenge Fund solicitation, we



hope to identify new series that will be attractive, accessible and appealing," said Lawson.

Lawson also noted that the joint PBS and NBC election coverage cooperative "has worked better than planned." She said the viewing on PBS of the four-night Democratic Convention coverage increased each evening, with a four-night average of 3.3. Lawson pointed out that, al-

though "much has been made of CNN and others," CNN's four-night average was a 1.9.

After a year of taking shots both from interest groups on the far right and from politicians up for re-election, and on the heels of a victory in the Senate over continued funding, Christiansen said, "it is a difficult time in Washington now for anybody. It's as rancorous and politicized as ever." He

said he expects to continue to hear from detractors "which we've heard from since the 1970's," but said PBS wouldn't shy away from scheduling such controversial programs as *P.O.V.* "Providing programming that presents a diversity of voices is what PBS was designed to do. That doesn't mean we don't make mistakes, but we will keep making those decisions that bring in programming that presents diversity." ■

## REUTERS BUYS OUT VISNEWS PARTNERS

*Will continue to exchange news footage with NBC and BBC*

By Steve McClellan

**R**euters Holdings, London, has bought out its two minority partners—NBC and the BBC—in Visnews, the international television news service. Last week, Reuters said it plans to strengthen Visnews by integrating the service into the larger worldwide network of Reuters wire service bureaus. According to Reuters editor-in-chief and executive director Mark Wood, the move signals the news agency's effort to become a major player in the television news business.

NBC sold its 37.75% stake in the service to Reuters at a price said to be close to the \$10 million or so it paid for the stake in 1989. At the same, NBC and Reuters Visnews signed a new 10-year agreement whereby the two companies will continue to exchange news footage. However, NBC News recaptures all international marketing rights to its programs and footage, held by Reuters under the earlier agreement.

The two companies will also explore joint programming opportunities. The BBC has sold back its 11.25% interest in Visnews, but continues a news exchange agreement with Reuters as well.

According to Wood, the new agreement was sparked by Reuters's interest in expanding its television news activity and integrating Visnews with the Reuters print wire service. The two services will be merged to the extent that Reuters reporters, in some instances, will appear on Visnews doing TV reports. The administrative and sales functions will also be merged.

Visnews currently has about 35 bureaus worldwide, compared with the 118 bureaus operated by Reuters. "We've been keen to building Visnews and locking it up to the Reuters worldwide network," Wood said. "And if we're going to invest we'd prefer having 100% equity. It just made more sense, and with their coverage secured [NBC and BBC have] come to see it in that light as well."



### NAME CHANGE

**T**he Television Consortium, an ad hoc group of independent stations for which Warner Bros. Domestic Television Distribution is providing a block of prime time programming starting in January 1993, has been renamed the Prime Time Network (PTN). WBDTD President Dick Robertson said most stations felt the old name was "too cold and too business-sounding." Evan Thompson, president of the Chris-Craft/United Television Group, said PTN is appropriate, since the programs will be broadcast day-and-date nationally and supported by an overall marketing campaign. To date, PTN has been cleared in 91 markets covering 78% of the U.S.

Jay Fine, senior vice president, news operations, NBC News, concurred with Wood's assessment. "The driver for us is we protect our [international] news coverage," he said. At the same time, the source of that coverage should get stronger, with Reuters's plans to beef up Visnews, and NBC doesn't have to pay huge capital costs to see that happen, Fine said.

"The old structure didn't really create an incentive for any of the partners to put money into it," he said. "Several months ago we began talking about how to insure that the agency remained viable, and this seemed the best solution. It's closer to their core business and they wanted to invest, so it made sense to give them full control."

Under the new arrangement, NBC recaptures the international rights to its news programs, which Visnews had controlled (with the exception of prime time news shows) since 1989. In a separate announcement, NBC International announced the hiring of Matthew Ody, formerly vice president at Reeves Entertainment Group, to focus on the development of marketing opportunities for NBC News Sports and CNBC.

Visnews employs about 460 staffers and will expand to over 500 as it prepares to program a new morning TV franchise in the UK. Reuters employs about 1,100 reporters and photographers worldwide.

Currently, Visnews generates approximately \$117 million in annual revenues. Reuters just released first-half 1992 earnings that showed pretax profits of about \$365.6 million (up 10%) on revenues of roughly \$1.46 billion (up 6%). ■

# TELCOS WANT BIGGER STAKE IN PROGRAMING

*FCC believes its video dialtone has opened door to telco video; telephone companies generally feel ruling falls short*

By Harry A. Jessell

**T**he FCC believes it gave the telephone industry enough freedom in its video dialtone ruling two weeks ago to propel it into the video age. But the consensus among telephone companies contacted last week is that the FCC action falls short of providing the reforms needed to motivate them to rebuild their networks to carry video and bring competition to cable.

"It's encouraging, but not exciting," said Kathie Ahern, director of federal regulatory policy, Nynex Telephone Companies. To make video dialtone a "reality," she said, Congress has to amend the Cable Act of 1984 to allow telcos to own and package programing just as cable operators do.

Providing a pipeline to the home for all programers on a common carrier basis as video dialtone envisions requires a "technological upgrading that, by anybody's estimate, is fairly costly," Ahern said. "And to accelerate the upgrading you need a fairly hefty revenue source. We believe that's in entertainment."

Telcos need the opportunity to develop or encourage the development of new programing, Ahern said. The FCC is allowing telcos up to a 5% equity in programing, she said. "But we don't think that's going to bring a lot of independent programers to the surface."

"It's not the second coming," said Terry Johnson, manager, media relations, BellSouth. "Based on some of the questions we have been getting, some people now think you can call up the telephone company and order cable TV."

As long as the telco-cable crossownership ban remains law, he said, BellSouth will not be in the video business. BellSouth could build a network capable of offering video dialtone, he said, but it has no incentive to because "we can't put anything on it."

"It allows us greater freedom, but I can't say we will be deploying video services tomorrow or the next day,"

said Larry Levine, director of market strategy development, U.S. West Inc. "It requires substantial investment in new facilities."

But, he said, "there very well may be some opportunities" flowing from the video dialtone ruling. "We will have to take a look at whether the revenues and expected profits justify the considerable new investment."

*"The FCC could have allowed a larger amount of ownership and packaging of programing that was in the FCC's hands."*

Larry Levine, U.S. West

One promising aspect of the decision is to permit telcos and co-located cable systems to jointly build and share facilities, Levine said. "In the past, 'joint facilities' was limited to digging the same trench," he said. "What this allows, I think, is not only sharing the same trench but also sharing the same pipe or the same fiber optic bundle. The more you allow for those kinds of joint build opportunities, the more cost effective those builds are going to be for both parties." U.S. West and Tele-Communications Inc. have been exploring "joint-build" opportunities. But Levine said those deals are still in negotiations. "None that I know of...are ready to go," he said.

"We would like it better if we were allowed to do programing," said Michael Coltrane, president, Concord Telephone, Concord, N.C. Allowing the video dialtone providers to offer some programing would have solved the chicken-and-egg problem that may discourage telcos from investing in video-capable networks, he said.

"You have to have a critical mass of service providers to make it worthwhile to develop the expensive network and switching systems," he said.

But, he added, "generally I think [the FCC's action] is positive for the telephone companies and it's positive for broadcasters and others. It ought to open up all kinds of new ways for them to deliver their message to people and sell it in lots of different ways."

GTE, one of the telcos deeply interested in video, was more enthusiastic than most. "We are still going to be seeking a change in the law, but we think this has opened up a lot of opportunities that we are going to want to explore fully," said Duane Johnson, assistant vice president, regulatory policy and industrial affairs, GTE. "I wouldn't say we are totally satisfied, but certainly not pessimistic about where some opportunities may be available to us."

To justify the expense of building broadband fiber-based networks, Johnson said, telcos must be allowed to offer a variety of services over them—voice, information services, high-speed data, video entertainment and educational video. "The best opportunity is to do it all simultaneously," he said.

In some areas, he said, video dialtone alone may give telcos sufficient freedom to pull the necessary services together. But in others, he said, greater freedom may be necessary. That's "one of the reasons why we would want to have greater latitude through changes in the law," he said.

Bell Atlantic is enthusiastic about video dialtone because it is developing technology that would allow it to transmit video to homes over its conventional telephone lines. If the technology pans out, says Don Konkle, product manager for Bell Atlantic's information services division, Bell Atlantic will not need massive capital investment to upgrade its networks to provide video. With video dialtone, Konkle said, Bell Atlantic now has an added incentive "to make sure this technology works." ■



# Broadcasting's Ratings Week Jul 13-19

	ABC	CBS	NBC	FOX
<b>MONDAY</b>	6.3/11	7.2/13	6.8/13	7.2/13
8:00	43. FBI: Untold Str 7.4/14	38. Evening Shade 7.9/15	19. Fresh Prince 9.7/19	47. Fox Night at the Movies—Revenge of the Nerds 3 7.2/13
8:30	51. Sts of Bev Hills 6.8/12	35. Major Dad 8.1/15	27. Blossom 8.7/16	
9:00	31. FBI: Untold Str 8.3/15	13. Murphy Brown 10.3/18	78. Pacific Station 5.5/10	
9:30	79. '92 Vote—Democratic National Covention 5.3/10	71. Campaign '92—Democratic Convention 5.7/10	46. Man of the People 7.3/13	
10:00			81. Decision '92—Democratic Convention 5.1/10	
10:30				
<b>TUESDAY</b>	11.2/20	14.3/26	5.4/9	NO PROGRAMING
8:00	5. Full House 13.0/25	11. All Star Pregame 10.4/21	76. Mann & Machine 5.6/10	
8:30	2. Home Improvmt 14.9/27			
9:00	1. Roseanne 15.3/26		60. Quantum Leap 6.2/10	
9:30	6. Coach 12.6/21	3. Major League Baseball All Star Game 14.9/27	84. Decision '92—Democratic Convention 4.4/8	
10:00	70. '92 Vote—Democratic National Covention 5.8/10			
10:30				
<b>WEDNESDAY</b>	5.7/11	5.0/9	7.7/14	10.8/20
8:00	67. Wonder Years 5.9/11	67. Howie 5.9/11	16. Unsolved Mysteries 10.0/18	14. Beverly Hills 90210 10.1/19
8:30	59. Growing Pains 6.4/12	88. Celebration 3.8/7		
9:00	55. Doogie Howser 6.7/12		31. Seinfeld 8.3/14	9. Melrose Place 11.4/20
9:30		81. Campaign '92—Democratic Convention 5.1/9	31. Dear John 8.3/15	
10:00	71. '92 Vote—Democratic National Covention 5.7/10		79. Decision '92—Democratic Convention 5.3/10	
10:30				
<b>THURSDAY</b>	6.3/11	6.7/12	7.9/14	9.2/17
8:00	66. The Young Riders 6.0/11	31. Top Cops 8.3/16	40. A Diffrent World 7.6/15	29. Simpsons 8.5/17
8:30			22. Cosby 9.1/17	40. Parker Lewis 7.6/14
9:00			8. Cheers 11.6/21	11. Beverly Hills 90210 10.4/18
9:30	49. '92 Vote—Democratic National Covention 6.9/12	60. Campaign '92—Democratic Convention 6.2/11	55. Decision '92—Democratic Convention 6.7/12	
10:00				
10:30				
<b>FRIDAY</b>	10.2/20	6.4/13	7.6/15	5.0/10
8:00	17. Family Matters 9.8/21	76. Burt Reynolds' Conversations 5.6/12		71. America's Most Wanted 5.7/12
8:30	19. Step By Step 9.7/20		36. Matlock 8.0/16	81. Sightings 5.1/10
9:00	24. Dinosaurs 9.0/18			91. Hidden Video 2 3.3/6
9:30	29. Perfect Strangers 8.5/16	51. CBS Friday Movie—Blood River 6.8/13		
10:00	7. 20/20 12.2/24		49. Law and Order 6.9/14	
10:30				
<b>SATURDAY</b>	6.6/14	7.3/16	6.6/14	5.8/13
8:00			55. Golden Girls 6.7/16	63. Cops 6.1/14
8:30	63. Miss World America Pageant 6.1/13	47. CBS Saturday Movie—Fourth Story 7.2/16	71. Home Fires 5.7/13	51. Cops 2 6.8/15
9:00			43. Empty Nest 7.4/16	58. Code 3 6.6/14
9:30			43. Nurses 7.4/15	89. Vinnie & Bobby 3.7/8
10:00		40. Jake and the Fatman 7.6/16	63. Sisters 6.1/13	
10:30	39. The Commish 7.7/16			
<b>SUNDAY</b>	7.6/15	11.5/22	6.9/13	6.8/13
7:00	86. Moe's World 4.3/10	4. 60 Minutes 14.7/33	91. Olympic Sendoff 3.3/8	87. Bill & Ted 4.0/9
7:30			90. Against All Odds 3.6/8	84. True Colors 4.4/10
8:00	26. Am Fun Hme Vid 8.9/18	10. Murder, She Wrote 11.1/22	67. In the Heat of the Night 5.9/12	36. In Living Color 8.0/16
8:30	24. Am Fun People 9.0/17			60. Rachel Gunn, R.N. 6.2/12
9:00				17. Married w/Childn 9.8/17
9:30	28. ABC Sunday Night Movie—Crossing Delancey 8.6/15	14. CBS Sunday Movie—Locked Up: A Mother's Rage 10.1/18	21. NBC Sunday Night Movie—Carolina Skeletons 9.2/16	22. Down the Shore 9.1/16
10:00				51. Herman's Head 6.8/12
10:30				71. Stand by Your Man 5.7/10
<b>WEEK'S AVGS</b>	7.7/15	8.5/16	7.0/13	7.3/14
<b>SSN. TO DATE</b>	11.5/19	12.8/22	11.7/20	7.6/13

RANKING/SHOW [PROGRAM RATING/SHARE]

\*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

# Broadcasting Cable

## CABLE HEARS STRAINS OF ANOTHER COUNTRY

*Missouri town's ability to draw Nashville acts may also spawn a new music network*

By Rich Brown

**T**he small Ozark Mountains town of Branson, Mo., in recent years has managed to lure some of country music's top acts from Nashville, creating a feud between the cities that at times rivals the one between the Hatfields and McCoys. Now, it looks as if that feud could spill over into cable.

A group of investors headed by former Country Music Television executive Stan Hitchcock is busy developing a Branson-based cable network that could some day rival The Nashville Network. If all goes according to plan, the Americana Television Network will be up and running by late spring 1993.

Hitchcock and his partner Joseph Sullivan, who manages country artists, are currently putting together a funding package that they say should be ready by the fall.

Meanwhile, Hitchcock and Sullivan are busy developing pilots that they hope will lead to syndicated or cable programs independent of the duo's planned cable network, and are looking into pay-per-view possibilities. Pilot shoots begin this week in Branson, according to Sullivan.

Hitchcock is no stranger to cable network start-ups, having served as a senior vice president at Country Music Television. The 24-hour country music video channel, which now has more than 17 million subscribers, was sold more than a year ago to TNN parents Group W Satellite Communications and Gaylord Entertainment Co., which runs Nashville's Opryland entertainment complex.

Executives at Group W Satellite Communications do not appear to be particularly concerned about the potential competition from Branson. The



*Can TV be far behind? Five million tourists a year, and a tide of country music acts, flow into the Ozark town of Branson.*

combined wallop of regulatory uncertainty, limited channel capacity and tight advertising budgets have made it difficult to launch any new cable network in today's environment. Besides, GWSC executives say that newcomers in the country programming category might not be such a bad idea.

"Anything that brings more attention to country music and grows the category is good for business," says Lloyd Werner, senior vice president, sales and marketing, GWSC. It's also safe to say that TNN, which has been operating since March 1983 and now has 57 million cable subscribers na-

tionally, is not likely to be intimidated by a start-up service.

"We're aware of all the challenges, but they're not anything that Stan didn't face with Country Music Television," says Sullivan.

While details are sketchy about the channel's planned format, Sullivan says that the Branson-based network will rely heavily on on-location shoots and will feature country as well as other types of music from inside and outside Branson.

The Americana Television Network will also look at the stories, humor and pastimes of "everyday people" across the country.

The small town of Branson has fast become one of the nation's top tourist attractions, bringing in more than 5 million people annually. The town has become so popular with a number of top country music acts that many now call Branson their home. *Hee Haw* star Roy Clark got the ball rolling by opening his celebrity theater in 1983, and was followed by a string of celebrity theaters featuring the likes of Johnny Cash, Willie Nelson, Mel Tillis, Ray Stevens and Andy Williams. Rumors abound that Wayne Newton would like to open a place in town. At present, there are more than two dozen theaters boasting a total of 50,000 seats.

Yet despite the growth, television and radio production in Branson to date has been minimal. GWSC's Werner says that The Nashville Network doesn't have any plans to do any programming out of Branson. And most of the entrepreneurs who have attempted to develop television projects in the town have not gotten much further than the planning stage, according to Rod Orr, part owner of Branson radio stations KRZK-FM and KOMC-AM and a close observer of the



local media scene.

Orr himself is preparing a syndicated radio program, *Branson Backstage*, based on a show that airs each week on his stations.

"There are a number of people who have dreams of doing national programming from Branson, and they just don't know how to do it," says Orr. "Just as in the gold rush, very few people strike gold."

Orr says he sees potential in the Hitchcock and Sullivan venture because they "understand their mission is getting in front of viewers and not just getting a great programming lineup."

Also seeing potential in the Hitchcock and Sullivan team is Silver Dollar City, the 30-year-old theme park that is a central attraction in Branson. Silver Dollar executives have already talked with the duo about taping shows at the park's state-of-the-art Grand Palace theater, a 4,000-seat space that opened last May at a cost of \$13 million.

Silver Dollar officials will not say whether they are investing in the proposed cable network but acknowledge that they are actively involved in planning the service.

Silver Dollar City routinely hears from TV production companies interested in developing shows out of Branson, according to park official Lisa Rowe. But the Hitchcock and Sullivan team has an advantage over others in that they have both lived in and been actively involved in the community. That goes a long way in Branson, which, despite its growth, seems to maintain a sort of small-town mentality.

"They came here long before it was the boomtown that it is now," says Rowe. "Branson has seen a number of announcements that haven't gelled, but there's real evidence that they'll have this one on the air by next year."

Rowe is currently producing a radio show, *Branson U.S.A.*, hosted by country music personality Jim Stafford. The 90-minute variety show, taped live at Silver Dollar City, currently airs on KTTS-AM-FM Springfield, Mo.; KFDI-AM-FM Wichita, Kan.; WOW-AM-FM Omaha, Neb.; KVOO-AM Tulsa, Okla., and KWKH-AM Shreveport, La. She says she hopes to take the show national.

"There are a lot of people trying to be a part of Branson," says Rowe. "It's golden right now." ■

## TV STATIONS AIR REREG APPEALS

A number of broadcasters across the country last week aired spots encouraging viewers to call their representatives in Congress and voice their support for cable reregulation. Stations ranging from WVVA(TV) Bluefield, W.Va., to WCBS-TV New York aired the spots, which were supplied by the National Association of Broadcasters in anticipation of last week's House vote.

"We thought it was important because our future in broadcasting depends on it," said Larry Roe, operations manager, WVVA, which was running the NAB spots 10 times daily. One of the spots encouraged viewers to call Congress by saying that "it won't save the environment, fix unemployment or guarantee world peace, but just maybe it'll mean a few extra bucks in our pocket." Each spot provided the telephone number for Congress and told viewers to ask their representatives to vote for the Cable Consumer Protection Act. ■



## TBS PURSUES LICENSE FOR MOSCOW TV

Turner Broadcasting System Inc., which has been broadcasting two hours of CNN International in Moscow daily since last May, has teamed up with the native-run Moscow Independent Broadcasting Company to apply for a license to build and program the first independent TV station in the Russian capital.

While Turner faces competing hometown applicants that include a Russian trading firm and a Russian military outfit, the company has managed to establish a track record in the city. Through an interim license, Turner has been broadcasting a Russian-language, two-hour block of CNNI programming on the frequency since last May. The company has an even longer track record for providing its English-language CNN to select locations in the city.

As planned, the advertiser-supported station would include classic films from the Turner Entertainment library, National Geographic and National Audubon Society product, CNNI and entertainment, sports and children's programming. Virtually all of the programming would be Russian-language. Most of the advertising would come from overseas until the local economy develops, said Sidney Pike, president of CNNI Special Projects.

"You can't make an awful lot of money until the business starts to grow, and you can't make any money unless you get in on the ground floor," said Pike, who is representing Turner in the project. Serving as general director and editor-in-chief of the planned operation is Eduard Sagalaev, president of MIBC and former director general of the state-owned Ostankino Television Company. ■

## LIVE COURT

Court TV plans to introduce a series of new program features within the next nine months, including the launch of live prime time programming. Plans include a series of *People's Law Clinics* with Harvard Law School professor Arthur Miller; a weekly show, *Lock and Key*, focusing on parole and death penalty hearings, and coverage of municipal courts and night courts around the country. Court TV's daily live coverage, which now ends at 8 p.m. ET, will expand through 11 p.m. ET to include reviews and previews of courtroom activity, beginning this fall. ■

# Broadcasting Radio

## TRADING PICKS UP AS DUOPOLY NEARS

*Station demand increases, but availability of credit may await business improvement*

By Peter Viles

**A**s the FCC's new rules expanding the horizons of radio ownership draw near, the marketplace for stations is beginning to show signs of recovery missing elsewhere in the broadcasting industry.

In a trend many industry observers attribute to the prospect of the new rules, station trading is up significantly this year—48% through mid-July, from \$311.9 million in 1991 to \$462.9 million now.

"The station trading activity has already picked up as a result of the anticipated rule change, and it will simply continue—if anything at an increased pace," says broker Jim Blackburn of Blackburn & Co.

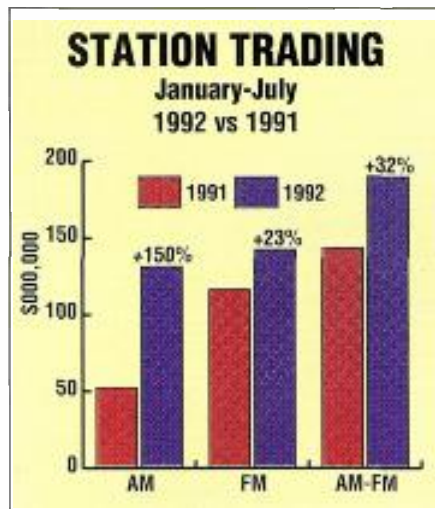
By expanding the number of stations a group can own in a single market from two to four, the rules changes will allow previously topped-out operators to buy more stations, essentially creating a temporary surge in demand, brokers say.

"There's probably as much or more in the way of dollar volume waiting on the duopoly decision as we have seen thus far year-to-date," says William Steding, president of Star Media Group.

Brokers predict a rapidly changing landscape of radio ownership over the next several months. "There can't be anybody in the radio business that isn't thinking buy or sell," says broker Gary Stevens, echoing what seems to be the consensus among brokers.

"You've got to do one or the other," adds Glenn Serafin of Communications Equity Associates. "You can't stand still. You have to protect your turf."

But because there appears to be no quick solution to the lack of credit that



has stymied the industry during the recession, some large groups may look for merger opportunities rather than acquisitions, brokers say.

"I don't expect the flow of bank debt to significantly increase until the business has already improved," says Blackburn.

Like most brokers, Randy Jeffrey of Media Venture Partners predicts a flurry of station trading that will ultimately help the industry consolidate. But he says the unfortunate aspect of the new rules is that some proven operators struggling under large debt loads will probably miss out on the opportunities presented by duopoly. "In my thinking it's the most beneficial and far-reaching decision the FCC has made in a very long time," he says. "But it may be for some people that it's too little too late."

Most brokers predict the first flurry of activity will consist of groups snatching up individual stations or combinations to create duopolies. Already, some operators have started to move. In Florida, Lowell "Bud" Paxson has reportedly reached agreements

that will give him duopolies in Tampa, Orlando and Jacksonville. And Evergreen Media has announced its plans to purchase a second FM in Jacksonville.

Blackburn said his company is now working on six separate deals in which stations involved in local marketing agreements (LMA's) are exercising buyout options to form duopolies.

William Figenshu, senior vice president, Viacom Broadcasting, says he assumes that most other large station groups are doing what he is—shopping for stations in markets where they already own.

"We're all at the table and we've all got our chips, but nobody's put the first card on the table yet," he says.

Among the groups said to be hunting for stations: Bonneville, Capital Cities/ABC, CBS, Clear Channel, Cox, Gannett, Greater Media, Golden West, Infinity, Jefferson Pilot, Nationwide Communications, Park Communications, Saga Communications, Salem Communications, Sconnix Broadcasting and Shamrock.

Bigger deals, such as the merger of two groups that serve overlapping markets, are widely anticipated, but probably not immediately after the new rules take effect.

"The game of merger and mix and match, if you will, is really not under way in any significant fashion," Steding says. "There are conceptual discussions regarding mega-mergers, but no real deal structuring yet."

What remains to be seen is exactly what benefits broadcasters will get from owning a second FM or second AM station in a market. "Everyone agrees that there will be cost savings," says Blackburn. "Not everyone agrees that there will be aggregate revenue increases." ■



# AM LEADERS LOSE GROUND IN CHICAGO, PHILADELPHIA, BOSTON

The market-leading AM stations in Chicago, Philadelphia, San Francisco and Boston all lost ground to FM music stations in the spring Arbitron surveys, and country stations appeared to continue their climb.

In Chicago, the survey showed Tribune Broadcasting's WGN(AM) clinging to a shrinking lead over Gannett's WGCI(FM). WGN, a full-service talk station, dropped from 8.8 to 7.6, while WGCI, an urban contemporary station, rose from 6.8 to 7.3.

In San Francisco, Capital Cities/ABC's KGO(AM), a news/talk station, held the top spot, but dipped slightly. KMEL(FM), the CHR giant recently purchased by Evergreen Media, jumped from 4.6 to 5.6 and into second place. Another big gainer: talk station KNBR(AM), which jumped from seventh to third.

Philadelphia's news leader, Group W Radio's KYW(AM), lost nearly two shares (8.4 to 6.6), and also its hold on first place, to Tak Communications' urban-formatted WUSL(FM).

Detroit's full-service leader, Capcities' WJR(AM),

bucked the trend of slipping AM powerhouses. It rose from 8.3 to 8.8 and solidified its grip on the market. Country was hot in Washington, as Viacom's WMZQ-AM-FM gained strongly, from 6.1 to 7.6, and appeared within striking distance of the market leader, CHR-formatted WPGC(FM), down slightly to 8.6.

Country continued to dominate Dallas-Fort Worth, claiming four of the top eight spots. Capcities' KSCS(FM) again led the market, with Infinity's AC combo, KVIL-AM-FM, jumping from fourth to second. Alliance Broadcasting's KYNG(FM), climbing fast with its "Young Country" format, gained a full share, from 3.1 to 4.1, more than double its fall '91 share of 1.6.

In Boston, talk station WRKO(AM) dropped from 7.4 to 5.5 and from first to third overall. The new market leader is Pyramid Broadcasting's WXKS(FM), a CHR station that jumped from 5.8 to 6.9. Group W Radio's WBZ(AM), which dropped its full-service format for a news/talk hybrid, held its second spot, and gained slightly, from 5.9 to 6.3.

-PV

Station	Format	Winter	Rank	Spring	Rank
<b>3. Chicago</b>					
WGN(AM)	MOR/Talk	8.8	1	7.6	1
WGCI(FM)	Urban	6.8	2	7.3	2
WBBM(FM)	CHR	5.0	3	5.7	3
WUSN(FM)	Country	4.7	4	5.5	4
WWBZ(FM)	AOR	4.0	5	4.6	5
WVAZ(FM)	Urban	3.9	7	4.4	6
WBBM(AM)	News	4.0	5	3.9	7
WJJD(AM)	Standards	3.4	10	3.7	8
WLIT(FM)	AC	3.7	9	3.4	9
WXRT(FM)	AOR	3.8	8	3.3	10
WJMK(FM)	Oldies	2.9	14	3.3	10

## 4. San Francisco

KGO(AM)	News/Talk	8.4	1	7.7	1
KMEL(FM)	CHR	4.6	3	5.6	2
KNBR(AM)	Talk	3.4	7	4.5	3
KCBS(AM)	News	4.9	2	4.4	4
KSAN(FM)	Country	3.7	6	4.0	5
KOIT(AM/FM)	Soft AC	3.9	5	3.8	6
KIOI(FM)	AC	3.3	8	3.5	7
KFRC(AM)	Nostalgia	4.5	4	3.5	8
KITS(FM)	Modern Rock	2.5	12	3.2	9
KBLX(AM/FM)	AC	1.7	20	3.0	10

## 5. Philadelphia

WUSL(FM)	Urban	7.1	2	6.9	1
KYW(AM)	News	8.4	1	6.6	2
WYSP(FM)	Classic Rock	5.9	5	6.5	3
WPEN(AM)	Nostalgia	5.5	6	6.4	4
WMMR(FM)	AOR	6.2	3	5.5	5
WEAZ(FM)	AC	6.0	4	5.3	6
WYXR(FM)	AC	4.2	10	5.1	7
WOGL(FM)	Oldies	3.8	11	5.1	7
WXTU(FM)	Country	4.3	9	4.9	9
WEGX(FM)	CHR	4.9	7	4.6	10

## 6. Detroit

WJR(AM)	News/Talk/AC	8.3	1	8.8	1
WJLB(FM)	Urban	6.3	2	6.8	2
WWWW(FM)	Country	5.0	4	6.3	3
WHYT(FM)	CHR	4.6	7	5.1	4
WWJ(AM)	News	6.2	3	4.6	5
WJOI(FM)	Easy	4.4	9	4.3	6

Station	Format	Winter	Rank	Spring	Rank
WKQI(FM)	CHR	4.4	9	4.3	6
WMXD(FM)	Urban	3.1	15	4.1	8
WLTI(FM)	Soft AC	4.7	6	4.0	10
WXYT(AM)	News/Talk	4.8	5	4.0	10

## 7. Washington

WPGC(FM)	CHR	8.8	1	8.6	1
WMZQ(AM/FM)	Country	6.1	2	7.6	2
WKYS(FM)	Urban	4.3	5	5.7	3
WGAY(FM)	Light AC	5.0	3	5.4	4
WRQX(FM)	Hot Mix	3.9	8	4.4	5
WMAL(AM)	News/Talk	4.9	4	4.3	6
WASH(FM)	AC	3.2	11	4.1	7
WHUR(FM)	Urban	2.9	16	3.8	8
WWDC(FM)	AOR	4.0	6	3.6	9
WTOP(AM)	News	3.7	9	3.6	9

## 8. Dallas-Fort Worth

KSCS(FM)	Country	9.9	1	9.5	1
KVIL-AM-FM	AC	5.6	4	6.4	2
KPLX(FM)	Country	6.5	2	5.8	3
KJMZ(FM)	Urban	5.7	3	5.6	4
WBAP(AM)	Country	4.3	7	5.3	5
KKDA(FM)	Urban	4.7	6	4.5	6
KTXQ(FM)	AOR	4.7	5	4.3	7
KYNG(FM)	Young Country	3.1	11	4.1	8
KLRX(FM)	Urban	3.9	8	3.8	9
KDMX(FM)	Mix AC	2.4	17	3.4	10
KRLD(AM)	News/Sports	3.8	9	3.4	10

## 9. Boston

WXKS(FM)	CHR	5.8	4	6.9	1
WBZ(AM)	News/Talk	5.9	2	6.3	2
WRKO(AM)	Talk	7.4	1	5.5	3
WMJX(FM)					
WMEX(AM)	AC	5.2	6	5.4	4
WBCN(FM)	AOR	5.4	5	5.3	5
WODS(FM)	Oldies	4.6	8	5.1	6
WSSH(FM)	Easy	4.3	10	5.0	7
WZOU(FM)	CHR	5.9	3	4.8	8
WZLX(FM)	Classic Rock	3.6	12	4.6	9
WHDH(AM)	Talk	4.9	7	4.4	10

All ratings are total week, 12-plus, AQH share. New York and Los Angeles ratings were reported last week.

# RBDS STANDARD MOVES AHEAD, WITH AM INCLUDED

*Electronics manufacturers say receivers could be ready for sale as early as 1993*

**By Peter Viles**

**B**roadcasters and the electronics industry have moved closer to reaching a compromise on a standard for the radio broadcast data system (RBDS), the newly developed service that enables radio stations to transmit data for display on the dial of next-generation radios.

RBDS enables stations to transmit, via FM subcarrier, data that are then displayed on the surface of the radio. A station could transmit its slogan or even a short advertising message. RBDS also allows listeners to scan by format.

Negotiations toward a voluntary standard have been somewhat rocky, since some broadcasters feel the electronics industry is rushing to market with a new product that is better suited for FM stations and thus may ultimately harm AM.

But on Monday, the RBDS subcommittee of the National Radio Systems Committee released a standard to the full NRSC that will be put out for ballot by Aug. 1. Some 400 or more NRSC members will then have their chance to suggest changes.

To address concerns of AM stations, the standard includes provisions for ID-Logic B, which will enable AM stations to participate in the data system, although not on a real-time basis. Further, the standard includes provisions for 32 "program type codes," essentially a universal system of format names that will enable listeners to scan by format.

"As far as I'm concerned, we have now a consensus among all of the people who are actively involved, and we should get a total consensus in the near future," said Charles Morgan, senior vice president, Susquehanna Radio Co., and a member of the RBDS subcommittee.

The Electronic Industry Association hailed the release of the new standard, saying it paves the way for the sale of RBDS receivers, perhaps as soon as 1993.

The NAB also gave its blessing to the standard but pointedly said it did not endorse the program type codes, which have divided broadcasters. "We don't think there's any way that

broadcasters can reach an agreement on the issue," said John Marino, manager of technical regulatory affairs for the NAB.

As for the provisions to include AM stations, which came at the NAB's insistence, Marino said: "We're satisfied AM has a position there and can share at least in the format scanning."

But some broadcasters remained wary of the entire venture, and Marino said he expected numerous complaints from broadcasters during the approval process.

"Being a realist, you have to look at this and say, 'Well, what can you

do?'" said Glynn Walden, director of engineering, Group W Radio. "The receiver manufacturers are not going to hold the standard up forever. They're just sitting there waiting to introduce their new products."

Broadcasters are particularly concerned about the potential damage to AM stations, especially if the development of RBDS encourages the production of radios that have no AM band. Additionally, many broadcasters oppose the format scanning, which they fear will lump some competing stations together and cut into listeners' loyalty. ■

## GRANUM, WESTWOOD TALKING NY-LA DEAL

**G**ranum Communications Corp. has had serious negotiations with Westwood One about buying Westwood's two FM stations—WYNY New York and KQLZ Los Angeles—according to industry sources.

The deal, reportedly worth \$85 million, would mark a major expansion for Granum, which has backing from Kohlberg Kravis Roberts & Co., and would allow Westwood One to significantly reduce its debt at a time when its main business, network radio, is suffering an industrywide slump.

A Westwood One spokeswoman confirmed that talks with Granum had been taking place, but said Westwood has been talking as well to other broadcasters and has no firm plans to sell the stations.

Granum President Herb McCord would not comment on the talks. "Rumors are all over the business right now," he said. "Frankly, I think it's the brokers trying to scare up business."

Westwood bought both stations in 1988 for a total of \$95 million—\$56 million for KQLZ, which pioneered the "Pirate Radio" format, and \$39 million for WYNY, which bills itself as the nation's most-listened-to country station. —PV

## RIDING GAIN

### RADIO NETWORK ADDENDUM

Omitted from the July 13 Radio Network special was one of the American Urban Radio Networks' air networks. That network—called the American Urban Radio Network—provides two-minute and five-minute news and sports reports throughout the day.

### WESTWOOD ONE DEPARTURES

More departures from the Westwood One Radio Networks: Gary Landis, vice president, programming, left last week when his

position was eliminated; Jerry Sharell, executive vice president, entertainment marketing, has left to pursue other interests in the entertainment field; and Katie Garber, director of public relations, is resigning to become director of public relations at Arizona-based Canyon Ranch Health and Fitness Resorts.

### FURLONG LEAVES GROUP W

Charles Furlong, vice president, communications, Group W Radio, is leaving Westinghouse to form a marketing communications company, InterMedia Partners.



# Washington

## SACRAMENTO: TO WAIVER OR NOT TO WAIVER?

*NBC affiliate in Chico, Calif., tells commission it shouldn't grant another PTAR waiver to KCRA; it claims viewing habits haven't changed*

By Joe Flint

Viewing preferences in Sacramento, Calif., have not changed with the FCC's waiver of the prime time access rule for NBC affiliate KCRA-TV, and its request for an extension of the waiver should be denied, says NBC affiliate KCPM(TV) Chico, Calif., which is some 80 miles away.

This is not the first time that KCPM has argued against Kelly Broadcasting's waiver for its San Francisco station. KCPM argues that an overlap of the two stations in the southern part of the market and cable carriage continues to cause severe ratings and advertising losses for the station (BROADCASTING, March 16). KCRA-TV wants to continue the experiment "as a pretext to allow NBC to broadcast more of its programming during prime time," KCPM said.

Now KCPM, in its opposition to the waiver, reports results of an A.C. Nielsen analysis commissioned by the station's parent company, Davis-Goldfarb. According to the study, viewers are not using the earlier prime time schedule to end their viewing earlier, but rather are increasing the amount of network programming they watch. "This phenomenon is evidenced by the fact that KCRA-TV loses over 70% of its audience at 10 p.m...two-thirds of these lost viewers switch to programs on other networks." Consequently, "the effect is to undermine the very purpose of the prime time access rule—promoting the broadcast of non-network programming during the prime viewing hours."

In its request for another waiver, Kelly argued that viewing habits are changing "more slowly than had been

### WHERE KCRA-TV'S BUTTE COUNTY VIEWERS WENT % change in viewers from Nov. 1990 to Nov. 1991

	KCPM only	KCRA only	Both
7-8 p.m.	-39.8%	+60.9%	-100.0%
8-10	-3.5%	+14.1%	-3.7%
10-11	+9.5%	-17.3%	-100.0%
8-11	-0.9%	+14.8%	-1.6%
7-11	-11.0%	+24.7%	-27.2%

Source: A.C. Nielsen

contemplated." KCPM countered that Kelly's initial argument claimed that viewing habits had already changed. "A waiver now seems designed to assist KCRA-TV in adapting viewer habits to fit its new schedule."

According to KCPM, 56% of KCRA-TV's Butte County viewers (where the overlap occurs) went to other TV programming, while 29% stayed with KCRA-TV. The remaining 15% turned off the set.

KCRA, Davis-Goldfarb argued, has been hurt by the waiver, and the FCC should not allow the station to be "exploited by NBC as a stalking horse for NBC's attack on the prime time access rule."

## HDTV TIMETABLE GETS SUPPORT

*AT&T, NCTA and land mobile weigh in behind commission's implementation schedule*

By Randy Sukow

Soon after broadcasters presented a united front in presenting their high-definition television implementation position last week, significant opposition to their positions on implementation time frames and the definition of "simulcast" were filed in comments on the FCC's proposed plan for the rapid introduction of HDTV broadcasting.

There were 101 signatures on a joint filing from major television station groups, the three major commercial networks and their affiliate associations, Fox Inc., the Public Broadcasting Service, the National Association

of Broadcasters, the Association of Independent Television Stations, the Association for Maximum Service Television and other associations.

The industry solidly opposed the FCC's proposed 15-year deadline for complete HDTV conversion (five years for transmission facility construction) and five-year deadline for installation of equipment to make 100% simulcasting of the same programming on both NTSC and HDTV stations.

Broadcasters also called for an "objective replication/service maximization" approach to HDTV spectrum assignment to secure an HDTV channel for all currently licensed NTSC sta-

tions with a signal coverage approximating their current service areas (BROADCASTING, July 20).

AT&T and the Land Mobile Communications Council (LMCC) were among the organizations defending the FCC's implementation deadline. The National Cable Television Association joined AT&T in opposing the broadcasters' desire for flexible simulcast regulations. The Community Broadcasters Association (CBA) and low-power television (LPTV) station owners, who are also seeking assignment of HDTV spectrum, appear to be key opponents to broadcasters' allocations proposals.

"The 15-year transition schedule will permit equipment manufacturers, broadcasters and consumers all to accept the conversion without significant market disruption or uncertainty," said AT&T, a partner with Zenith Electronics Corp. in development of one of the all-digital HDTV systems being tested for possible approval as the FCC's advanced television (ATV) standard. "Moreover, a firm schedule for the termination of NTSC broadcasting will permit the commission and industry to develop plans to use the channels which will be vacated when the conversion period concludes."

Land-mobile radio users, long the most vocal critics of FCC allocation of HDTV spectrum to broadcasters, also favored the commission's time limits and its stated intention to eventually reallocate broadcast frequencies. The LMCC suggested "minor modifications" to the commission's proposal. Allocations left unused because of stations failing to meet the five-year transmission-facilities deadline should be made immediately available to land mobile and other alternative uses, the LMCC said.

As for the final 15-year deadline, the LMCC called it "an inordinate amount of time to tie up spectrum unless it is absolutely necessary." In markets where HDTV implementation develops quickly, "spectrum could be freed up for alternative use, perhaps considerably before the 15-year time frame."

Broadcasters, in their joint comments, doubted that 15 years will allow for adequate depreciation of NTSC receivers, "which undoubtedly will be purchased for a significant period of time after the introduction of HDTV."

The ATV advisory committee of the

Electronic Industries Association, which represents television manufacturers, in part confirmed NAB's position. The expense of the first HDTV sets could necessitate a longer transition. It is hard to speculate on an exact price for the first receivers, EIA said, "but 'guesstimates' are possible. First-generation ATV receivers will likely command a 100-300% premium over comparable NTSC receivers, but this will decline over time."

For one small broadcaster not included in the joint comments, Brechner Management Co., Orlando, Fla., owner of stations in Topeka, Kan., and Salisbury, Md., the expense of equipping the station to pro-

*"In the early days of HDTV implementation, a station should be free to experiment with the new HDTV marketplace."*

**TV broadcasters' joint filing**

duce and transmit HDTV was the highest concern. It called for lengthening or elimination of all deadlines. "If land mobile or other proposed users of the returned frequencies want to expedite the timetable, let them pay broadcasters to hasten that end and thereby make their contribution to the overall costs of conversion to ATV," Brechner said.

There was nearly unanimous support for the FCC's proposed review of the deadline requirement in 1998, five years into the transition process. The National Telecommunications and Information Administration (NTIA) suggested even further reviews after 1998, including a final review just before the 15-year deadline to evaluate the volume of receiver sales and available HDTV programming. NTIA also suggested giving broadcasters the option of either NTSC or HDTV broadcasting after the final deadline.

The broadcasters said that the deadline for 100% simulcasting should also be reviewed in 1998. "At least in the early days of HDTV implementation, a station should be free to experiment with the new HDTV marketplace, to take full advantage of HDTV production values, and to promote the availability and uniqueness of HDTV," according to the joint comments.

The NCTA urged the FCC to stick to its original proposal on the simulcast deadline, saying longer-term programming of different shows on the two channels would legally constitute the creation of a new service rather than an upgrade of current television. "Any attempt to exploit ATV as a new programming service, rather than an improved technology, will be an enormous spectrum giveaway worth billions of dollars—all at little perceived benefit to today's television households," NCTA said.

"The commission has adopted a worthy public interest rationale for granting the ATV spectrum to existing broadcasters—to foster an expeditious, non-disruptive transition from NTSC to ATV that does not disenfranchise NTSC viewers," NCTA said. "But it undoes the rationale by failing to require simulcasting as an essential component of the transition."

But broadcasters found an ally in the Motion Picture Association of America (MPAA), which cautioned that there may not be enough HDTV programming available after five years. Also, it is unknown how quickly the public will demand enough HDTV programming to drive high receiver sales, a situation that raises "technical and economic considerations which cannot be ignored, but which cannot be fully resolved until more is known about how ATV will develop," MPAA said.

As the commission received comments on its HDTV proceeding, it also received comments on a petition by Polar Broadcasting, an LPTV station owner, to protect LPTV stations, which currently are licensed as secondary facilities (required to give up their licenses if they interfere with full-power stations) in the FCC's HDTV table of allotments. MSTV said Polar's petition "is simply an attempt to upgrade LPTV stations to primary status, a position the commission has soundly rejected."

LPTV commenters filing in support of the petition did not criticize full-service broadcasters' call for their HDTV assignments to have service areas approximately equaling their NTSC service areas. But approval of the Polar proposal "will substantially impair the potential ATV coverage of full-service stations in at least some of the largest markets. In certain large markets, virtually every available channel will be required," MSTV said. ■



**It's far too early to talk about** who would be named to the two immediate FCC vacancies including the chairmanship that would likely be created if Bill Clinton and Al Gore win in November. But FCC watchers can't resist.

If the Clinton-Gore ticket prevails, Chairman Al Sikes will likely resign and Sherrie Marshall will be sent packing. Her term expired in June, and she's much too Republican to win reappointment by a Democrat. (Indeed, her reappointment by a re-elected Bush is an open question, given the problems she has had with the White House.)

The chairmanship will go to a card-carrying Democrat. But the other seat will have to go to a Democratically minded Republican, since the law limits the party in the White House to just three of the five seats. FCC Commissioner Jim Quello and Ervin Duggan are Bush-appointed Democrats.

Among the names being mentioned for the chairmanship (or some future Democratic commission seat): Tom Casey, a Washington communications attorney who has been coordinating communications policy for the Clinton campaign; Tom Cohen, former staffer on the Senate Communications Subcommittee; Toni Cook, Cohen's successor; Larry Irving, House Telecommunications Subcommittee aide; Eli Noam, who heads Columbia University's Columbia Institute of Telecommunications and Information; Howard Symons, a communications attorney and former staffer on the House Telecommunications Subcommittee; Frank Lloyd, a communications attorney who, like Casey, worked at the FCC during the Carter administration, and Susan Ness, a former bank executive specializing in media lending who is now finance chairman of Clinton's Maryland campaign.

And let's not forget Duggan, who has comported himself as one would expect a Democrat to since arriving at the commission: He talks of a strong interest standard and insists on incremental deregulation. What's more, he has long been a proponent of the fairness doctrine, sacrosanct to Hill Democrats. It would be unusual for an incoming President to appoint an incumbent to the chairmanship, but not to another term as a commissioner.

Ready to support Duggan is fellow commissioner and Democrat Jim Quello. "I would back him and I told him that," says Quello. "I think at times he talks too much, but he's a bright and earnest guy."

**The date of the FCC's August open meeting was been moved up one day—Thursday, Aug. 6, to Wednesday, Aug. 5—to accommodate FCC Commissioner Jim Quello, who wants to head out Thursday for the Michigan Association of Broadcasters annual convention Aug. 6-8 at the Treetops Sylvan Resort in Gaylord, Mich. Quello, along with fellow Michigander, House Energy and Commerce Committee Chairman John Dingell (D), is scheduled to speak Saturday. Also expected at the meeting: Jamie Kellner, president, Fox Broadcasting.**

**The Justice Department** (with the support and advice of the FCC and without taking any stand on the merits) has asked the Supreme Court to pass on a case questioning the constitutionality of awarding preferences to minorities in

# Washington Watch



broadcast licensing.

Galaxy Communications Inc. challenged the preference, hoping to pre-

vail in a three-way contest for a new FM license for Shelbyville, Del. The FCC had awarded the license to a competing applicant, Anchor Broadcasting Limited Partnership, partially because of the preference. After the U.S. Court of Appeals rejected its claim that the preference was unconstitutional—a violation of the due process clause of the Fifth Amendment—Galaxy asked for Supreme Court review. Justice, opposing the cert petition,

contends the appeals court correctly faulted Galaxy for failing to raise the constitutional question at the FCC. Also, it says, the Supreme Court by a 5-4 vote affirmed the preference in *Metro Broadcasting* two years ago and Galaxy presents no new arguments to merit a review.

In *Metro*, Justice argued against the preferences, setting forth Bush administration policy. But in this case, it repeats its arguments but only by way of background. Justice's decision not to reargue the preferences is odd,

since some believe the addition of conservatives David Souter and Clarence Thomas to the court since *Metro* could tip the balance against the preferences.

**As the full House of Representatives prepared for a floor debate on the cable reregulation bill (H.R. 4850)** last week, the cable industry was taking swings at broadcasters for abandoning its public service obligations.

National Cable Association President James Mooney, in a letter to Capitol Hill last Monday (July 20), called Congress's attention to the abbreviated network coverage of the Democratic National Convention the week before. Mooney cited a widely reported quote attributed to CBS President Larry Tisch that if people wanted gavel-to-gavel coverage of the convention "they could go to CNN." The Tisch quote "says something about where 'public service' in television is to be found these days," Mooney said.

**Susan Farmer**, general manager at noncommercial WSBE-TV Providence, R.I., downplayed reports that she is a candidate for Sherrie Marshall's seat at the FCC. She denies campaigning and says she has not been approached by the White House about the job. But asked whether she would like an appointment to the commission, she says, "I wouldn't dream of discussing it unless or until I'm approached by the White House; I'm not going to talk about hypotheticals." A former Secretary of State for Rhode Island (1983-87), Farmer calls President Bush a friend and says she has campaigned for him and that he campaigned for her in her unsuccessful bid for the lieutenant governorship in 1986.

**FCC Commissioner Sherrie Marshall** doesn't know why women don't advance as far in broadcasting as they do in cable, but, she said at a Girls Inc. National Resource Center forum in Indianapolis last week, her "instincts" tell her it's due to cable's being a "newer industry with less of an entrenched 'old boy' network." She said she has also noticed that "women in the cable industry seem to have a history of helping one another out." —HAJ

# Business

## NIelsen GAINS GROUND IN RATING WAR

*Push to sign up group owners appears to have paid dividends; Arbitron client list has decreased despite effort to stem tide*

By Sharon D. Moshavi

**O**ne year ago Arbitron Communications set out to try to turn back the tide of defecting stations. Despite that effort, it continues to lose market share to rival local ratings service A.C. Nielsen.

Nielsen has bolstered its share by attracting entire station groups through negotiated lower rates. Meanwhile, Arbitron is focusing on proving the benefits of ScanAmerica, its metering service designed to measure viewing as well as product purchases tied to commercials. So far, ScanAmerica is getting mixed reviews.

"Arbitron is more concerned about ScanAmerica than in trying to do a group owner push. They have to be. Their success relies on this system of measurement," says Debra Zeyen, vice president, Group W Television Stations.

Nielsen appears to be taking advantage of Arbitron's diverted attentions, and continues to eat away at Arbitron's clients. Nielsen has gone from 286 exclusive clients in May 1991 to



*Yellow number is exclusive commercial station clients; white is total clients*

323 in May 1992, an increase of 13%. Arbitron has fallen 8%, from 199 exclusive station clients in May 1991 to 184 a year later. The total commercial station count is 641 for Nielsen and 502 for Arbitron as of May, compared with 626 and 539, respectively, a year ago.

Last year, Arbitron appeared to be taking steps to redesign its overall service, including lowering prices. An

internal memo from last summer stated that Arbitron's "high rates have lost many more negotiations than we have won, primarily to our competitor's posture of lower rates to increase its share of stations." The memo continued, if this trend goes on "Arbitron will lose" (BROADCASTING, July 22, 1991).

Arbitron never had a "formal action plan" to alter its service, according to Tom Mocarsky, vice president, communications. Rather, he says, the company's direction has been to enhance its ratings service with extras like Scarborough, a local market qualitative measurement system, and MediaWatch, which provides local commercial monitoring. Mocarsky would not discuss rates.

If prices have come down, they have not dropped low enough to stop stations from leaving. Nielsen is pushing to sign up station groups, clients say, by offering lower rates for getting the entire group. "We did not have any overwhelming motive other than economics," says Robert Dix, chairman of Dix Broadcasting's TV division, which two weeks ago signed a group deal with Nielsen and is dropping Arbitron. Ralph Oakley, vice president, Quincy Newspapers, a Nielsen group client, agrees. "It's attractive from a financial point of view to have all stations under one service."

Unless the pricing differential changes, Arbitron may be in for more trouble, since many perceive that the trend to just one ratings service will continue. "In the new economics of broadcasting, you just simply can't afford to have both entities," says August Meyer, Jr., president of Midwest Television, which signed a group deal

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with Nielsen and is dropping Arbitron.

Nielsen additionally seems to be deriving some gains through station dissatisfaction with ScanAmerica, which so far is in the Denver, Phoenix, St. Louis and Pittsburgh markets. "We don't believe in the ScanAmerica technology," says Jack Shenkan, director of sales and marketing for Hearst Broadcasting, which turns its business entirely over to Nielsen come January.

Shenkan says the system is too user-intensive, so only "technocrats" are able to operate it, giving a skewed reading. Hearst's station in Pittsburgh

saw its ratings drop appreciably under ScanAmerica's measuring system, and subsequently dropped the service. Group W, a group client of Nielsen's that still has some Arbitron contracts, has similar concerns about ScanAmerica. Group W also dropped ScanAmerica from its Pittsburgh affiliate. "We have questions about ScanAmerica. We just don't know how valid the data is," says Group W's Zeyen.

Arbitron's Mocarsky acknowledges that the company "needs to do a better job showing the value of the service. We haven't been talking about that value as much as we should have." ■

## Changing Hands

This week's tabulation of station and system sales (\$250,000 and above)

**KARD(TV) West Monroe, La.** □ Sold by Woods Communications Group Inc. to Lipps Communications Inc. for \$3.13 million. **Seller** is headed by Charles Woods and is also licensee of WTVY-FM-TV Dothan and WACV(AM) Montgomery, both Alabama; WTVW (TV) Evansville, Ind.; KDEB-TV Springfield, Mo., and KATP(FM) Amarillo, Tex. Woods also owns KLBK-TV Lubbock, Tex. **Buyer** is headed by Rick Lipps, who is vice president of assignor. KARD is ABC affiliate on ch. 14 with 5,000 kw visual and 500 kw aural and antenna 2,049 feet.

**KRTY(FM) Los Gatos (San Jose),**

**Calif.** □ Sold by Randolph E. George, receiver, to newly formed South Bay Broadcasters of California Ltd. for \$2.9 million. Station has approval to double its power to 6 kw. **Seller** is media broker and has no other broadcast interests. **Buyer** is headed by station's general manager and general sales manager Gregory G. Herpin and Joel Schwartz, respectively, William L. Yde III, who owns stations in Tucson, Ariz., and other limited partners. KRTY has country format on 95.3 mhz with 370 w and antenna 806 feet above average terrain. **Broker: Media Venture Partners.**

**KCHX(FM) Midland, Tex.** □ Sold by Kellsey Broadcasting Corp. to Sonance Midland L.C. for \$700,000. **Seller** is headed by Jon C. Peterson, who has interests in WWGS(AM)-WCUP(FM) Tifton, Ga. **Buyer** is headed by brothers William R., Thomas O. and R. Steven Hicks. Thomas and William Hicks have interests in WTAW (AM)-KTSR(FM) College Station and KLVI(AM)-KYKR-FM Beaumont-Port Arthur, both Texas. William Hicks also has interests in KULF(FM) Brenham, Tex. Steven Hicks owns Capstar Inc., which owns WJDS(AM)-WMSI(FM) Jackson, Miss.; WSSL-AM-FM Greenville-Spartanburg, S.C., and WSIX-FM Nashville; Capstar was recently merged into CF Media (see BROADCASTING, March 23). KCHX has CHR format on 106.7 mhz with 100 kw and antenna 613 feet above average ter-

### PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$1,165,148 □ 6

FM's □ \$4,772,057 □ 7

AM-FM's □ \$421,673 □ 2

TV's □ \$3,130,000 □ 1

Total □ \$9,488,878 □ 16

1992 to Date:

AM's □ \$132,295,663 □ 125

FM's □ \$147,049,349 □ 135

AM-FM's □ \$189,961,478 □ 91

TV's □ \$1,184,301,620 □ 39

Total □ \$1,653,608,110 □ 390

For 1991 total see Jan. 27, 1992 BROADCASTING.

# CLOSED!

WZCR-FM, Ft. Myers Beach, Florida from Gerard A. McHale, Jr., Receiver to John R. Linn for \$1,550,000.

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**WNBE(FM) Alamo, Tenn.** □ CP sold by Charles C. Allen to Good News Network Inc. for \$471,057. Seller has no other broadcast interests. Buyer is headed by John Latham and has interests in WFWL(AM)-WRJB(FM) Camden, WGNN(FM) Dresden and WIST(FM) Lobbville, all Tennessee. WNBE has soft AC format on 93.1 mhz with 25 kw and antenna 328 feet above average terrain.

**KLXX(AM)-KBYZ(FM) Bismarck-Mandan, N.D.** □ Sold by Capital City Communications Inc. to Missouri River Broadcasting Inc. for \$395,000. Seller is headed by James Lakoduk and has no other broadcast interests. Buyer is headed by James D. Ingstad and has interests in six AM's and seven FM's. KLXX has oldies format on 1270 khz with 1 kw day and 250 w night. KBYZ has AC format on 96.5 mhz with 100 kw and antenna 1,000 feet above average terrain.

For other proposed and approved sales see "For the Record," page 66.

## TV AD BUYS STILL ON SHORT LEASH

*Study by Petry shows lead time has declined; almost half of orders confirmed with less than one week to go*

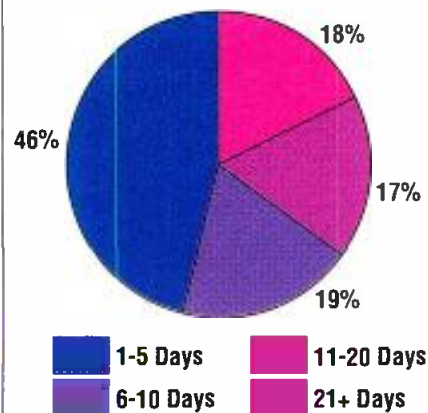
By Geoffrey Foisie

**B**roadcasters have long said lead times for ad buys have shrunk. Now a recent study by Petry, the television rep firm, documents short lead times and says that compared with two years ago, the lead times are still shrinking. The slight strengthening in the advertising marketplace, however, may reverse that trend, some broadcasters said.

The Petry study, compiled by Petry's vice president of research, Teddy Reynolds, shows that almost half of orders for national spot station advertising placed through reps are confirmed fewer than five business days to go before the ad is to air (see chart). The 46% placed with five days or fewer is up 5% from two years ago. The 18% placed with 21 or more days left is down 1%, and the 17% placed

### LEAD TIME OF SPOT TV BUYS

# of business days between confirmation of order and start of schedule



Source: Petry

with between 11 and 20 days left is down 4%.

Reynolds noted that a multipart ad buy may have been largely completed weeks before, but if some of the buy is left uncertain until the last minute, then, according to the study, the whole order shows up as having a short lead time.

Many advertisers are faced with paying a premium for last-minute ad buys. Peter Staasi, director of local broadcast for BBDO, also noted that an advertiser who requires "heavy weight" at the last minute may find it impossible to satisfy those requirements: "Stations don't give away their news and *L.A. Law* at the last minute. There may be available *Hogan's Heroes*, but you don't want that to be a majority of your buy."

Some of the current short lead time may be buying habits left over from last year's recession, said Lou Supowitz, general sales manager of WFTV(TV) Orlando, Fla. With inventory in that market getting tighter, buying habits will change, he said. "We are starting to get more lead time in planning, but the year didn't start out that way." Some buys will almost always come in with little lead time, said Cliff Fisher, general sales manager of WKBW-TV Buffalo, N.Y.: "Things like movies or the New York state lottery."

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# SATELLITES '92

**N**ot since a NASA rocket carried Westar I into orbit, April 13, 1974, has the communications satellite industry entered such momentous times. This year and next, a flurry of launch vehicles will carry a new, more powerful fleet of spacecraft into orbit, the fruits of well over a billion-dollar investment by cable and broadcast television programmers. The uninterrupted distribution of literally dozens of networks will hang, or soar, in the balance of each risky launch.

But unsatisfied merely to maintain the status quo, those same networks and their affiliates last week began a separate investment in digital video compression, a new technology guaranteed to multiply the efficiency of the most reliable and ubiquitous transmitters ever devised.

The best and brightest of the manufacturing community have, in a short two years, turned digital theory into real-time hardware that squeezes bandwidth-hungry TV signals into smaller pipelines. By December of this year, TV programmers in Hong Kong, Mexico City, Toronto and New York will begin using that hardware to multiply services to cable and home dish subscribers. By January, two of the largest cable operators and public TV will follow suit. By the time the first high-definition TV set goes on sale around 1995, digital video will be well on its way from exception to rule.

That same digital technology has emboldened one satellite operator and a longtime broadcaster—so far, with little support from the television mainstream—to risk hundreds of millions more to finally make reality of another theory: Direct Broadcast Satellite. Though major program providers have yet to sign the deals, the construction of massive DBS satellites able to deliver 150 channels to 18-inch dishes nationwide continues apace. As does construction of privately owned birds designed to compete mainly for international TV programmers. A small raft of transoceanic broadcast satellites could become operational in 1994 and 1995, but the entrepreneurs behind them fear that by then a stronger Intelsat may bully the field.

The whole satellite world grows increasingly blessed—or cursed—by interesting times.

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# How far will we go to get your television feed on the air?



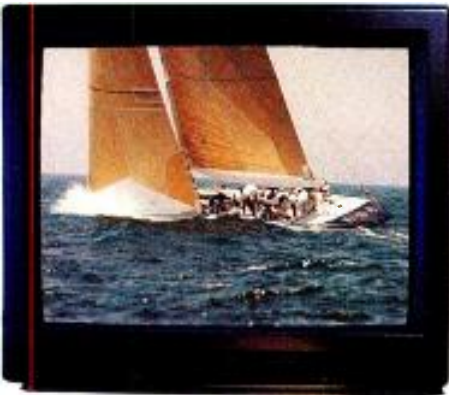
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# DIGITAL COMPRESSION

## NOW ARRIVING ON THE FAST TRACK

*Cablevision Systems buys DigiSat, as TCI, Viacom, PBS begin purchase negotiations with AT&T, General Instrument and Scientific-Atlanta; technology will bring more satellite "shelf space," lower delivery costs and spawn new video services*

By Peter Lambert

**S**atellite operator Hughes Communications and cable operator/programmer Cablevision Systems changed the fundamentals in satellite television this month. Hughes leased long-term satellite video capacity, not by the transponder, but by a transponder segment called a compressed carrier. And Cablevision signed a check for equipment designed to squeeze broadcast quality TV into just such a segment.

The technology is digital. Its price per signal is lower than analog by half or more. In time, every other satellite and cable operator will sign deals similar to these:

■ On July 15, Hughes leased five 3.3 megabits-per-second digitally compressed carriers to the Indiana Higher Education Telecommunications System. Heretofore unable to afford increased satellite capacity, IHETS will buy hundreds of digital satellite receivers this year and, in 1995, expand to eight compressed carriers aboard Hughes's Galaxy VII bird, doubling its TV services at less than current costs.

From now on, says Jerry Farrell, senior vice president of Hughes's Galaxy satellite services, "if a party doesn't want to buy a whole transponder"—the bandwidth required to deliver an analog broadcast quality video signal—"he can buy a portion of one. I believe in economics," Farrell adds. "There's going to be a lot more programmers who can afford satellite."

While compression will create satellite "shelf space," Farrell, GE Americom Vice President W. Neil Bauer, Comsat President Bruce Crockett and others agree more players like IHETS will step in. In Crockett's words, "there will be all kinds of transmis-



*Scientific-Atlanta system software engineer Tony Wasilewski makes some adjustments to S-A's digital receiver/demodulator and multichannel decoder.*

sions to fill all the capacity" in the sky.

■ And on July 20, top-10 multiple cable system operator Cablevision Systems Corp. purchased DigiCipher digital satellite compression technology from General Instrument Corp. Cablevision's Rainbow Advertising Sales Corp., through subsidiary Cable Networks Inc., hopes by December to begin using the system to simultaneously deliver four streams of advertising from which 40 to 45 New York area cable systems may choose. Rainbow Entertainment programming applications are in the works.

For the moment, in addition to getting the technology into the field for an application which DigiCipher "fit so well," says Cablevision Vice President Wilt Hildenbrand, the purchase "certainly makes economic sense.

Two hours of satellite time is certainly cheaper than six hours."

### All aboard

During that same week, two other cable giants, Tele-Communications Inc. and Viacom International, as well as PBS, began negotiating digital satellite compression equipment purchase orders with AT&T, General Instrument and Scientific-Atlanta/Zenith Electronics.

Following field tests of AT&T, GI and S-A technology through October, TCI Viacom and PBS will adopt final system requirements and, in early 1993, expect initial delivery of equipment to squeeze four or more digital, broadcast quality NTSC TV signals into a single satellite transponder.

Conducting its own analysis of nearly a dozen systems, Home Box





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Office plans to start field tests this week or next and to implement its own choice of digital satellite technologies on the same schedule.

To give satellite operators time to build replacement birds, the cable and broadcast networks had to commit huge resources three years ago to another 12-year generation of analog satellite transmission. They bought enough capacity aboard four cable and four network replacement birds launching this year and next to carry analog services for as long as the industry's analog IRD's remain operational.

Nevertheless, cable executives say they will benefit from digital compression. Multiplexed pay, expanded pay per view and new niche and basic services are all on cable's drawing board.

"In the U.S.," says Bob Zitter, Home Box Office, senior vice president, technology operations, "most or all new networks to cable will be digital, from 1993 on. There is no advantage to adding an analog service when digital is there. You can use less satellite space, and digital is allowing a new way of delivering TV."

### On the fast track

"The technology is moving so rapidly and competitively, we couldn't go through the normal standard-setting process." And so, adds Howard Miller, PBS senior vice president, broadcast operations and engineering, Cable Television Laboratories, TCI



**"We're presenting copies of the purchase agreements to the proponents now."**

—Edward Horowitz

and Viacom (all joined later by PBS) issued a request for compression proposals last fall.

With the field of nine proponents narrowed to AT&T, GI and S-A/Zenith, "we're presenting copies of the purchase agreement to proponents now, to begin ironing out differences sooner, rather than later," says Edward Horowitz, chairman and chief

executive of Viacom Broadcasting.

Although the CableLabs group put "tight constraints on the proponents," he says, "I don't feel that tight schedule has compromised the quality or diversity we've seen."

Indeed, the prospective buyers have sought to balance speedy implementation against quality requirements and the desire to foster a competitive, multivendor market. According to Miller, the purchases "may come down to one vendor's technology, but not one vendor."

PBS will initially seek eight encoders and 800 decoders. Over three to five years, beginning in early 1994 (when PBS moves to a new satellite), public and educational TV users could buy about 50,000 decoders.

The cable market should become much larger, with cable operators purchasing tens of thousands of decoders for each new digital service.

CableLabs will play no part in purchase negotiations and has now turned its focus to facilitating development of headend-to-home compression systems for purchase by December 1993.

"Our main focus is now on the set-

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top converter," says CableLabs President Richard Green. In that leg, the industry will challenge compression proponents to squeeze not just four or six high-quality signals into a 36 mhz transponder, but more.

TCI, Viacom and others want set-top converters that will receive "eight to 10, maybe 12 channels in only 6 mhz" via cable plants, says Green. And they want them by December 1993.

Bob Thomson, TCI senior vice president, communications and policy planning, says that, among TCI-owned cable systems, early adopters of compression will not necessarily be the small systems that cannot yet afford to expand channel capacity by laying fiber trunks. "There's a larger demand for a broader range of services in urban markets.

"By the end of the century," he adds, "we hope almost all of our customers are served by a hybrid coax-fiber system in compressed digital form. The range of products offered will be determined by market forces, since we expect most, if not all, services will be optional to subscribers."

### **The more, the merrier**

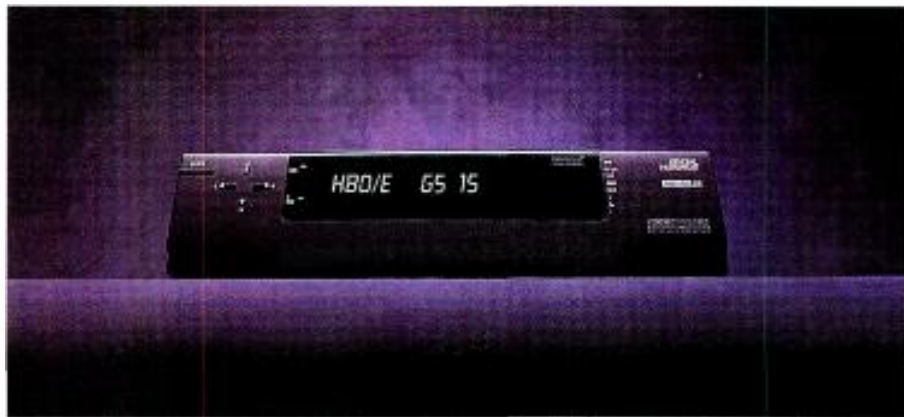
Field tests will determine whether the group adopts a single proponent's system or an amalgam. The three remaining systems are said to exhibit different virtues and shortcomings that field tests will likely magnify.

Whatever the outcome, says one executive, the buyers have agreed all their purchase agreements will require the proponent(s) license the winning technology to other manufacturers.

As CableLabs compression task force chairman, Horowitz asked a variety of programers, including cable and broadcast networks, to spell out their "unique software and operating needs."

With "a lot of network responses" in hand, Horowitz's group has generated a test tape, modeled on the Advanced Television Test Center's work toward creating a level test playing field. That tape, says Horowitz, will allow the buyers to "stress the systems through a wide diversity of conditions [and] to calibrate the system."

Whatever the outcome, he says, "all three [proponents] could end up building to the specifications" adopted by the buyers. "And it's our hope that some who didn't make the cut will be able to provide hardware."



**Demonstrating its jump on the competition, General Instrument will debut its Innovation Series consumer satellite receivers next week, one of them DigiCipher-ready.**

For now, GI appears to have a significant lead. In the weeks preceding the Cablevision Systems purchase, GI sold DigiSat to Rogers Cablesystems Ltd. of Toronto (which will deliver Canadian Home Shopping Network, YTV Canada and Vision TV digitally via satellite in Canada) and to Hong Kong-based Hutch Vision (which hopes to offer four or five new Star TV pay services to its 3.75 million home satellite subscribers across Asia).

And GI will debut the Innovation Series consumer satellite IRD at next week's Satellite Broadcasting & Com-



**"Our main focus is now on the set-top converter."**

—Richard Green

munications Association trade show in Baltimore—including the first DigiCipher-ready consumer unit.

Nevertheless, Hildenbrand says Cablevision's modest purchase "doesn't burn any bridges" with other vendors. And CableLabs President Richard Green is confident the process has laid the groundwork for a cross-licensed, multivendor environment. "It's a very pro-competitive procurement," he says.

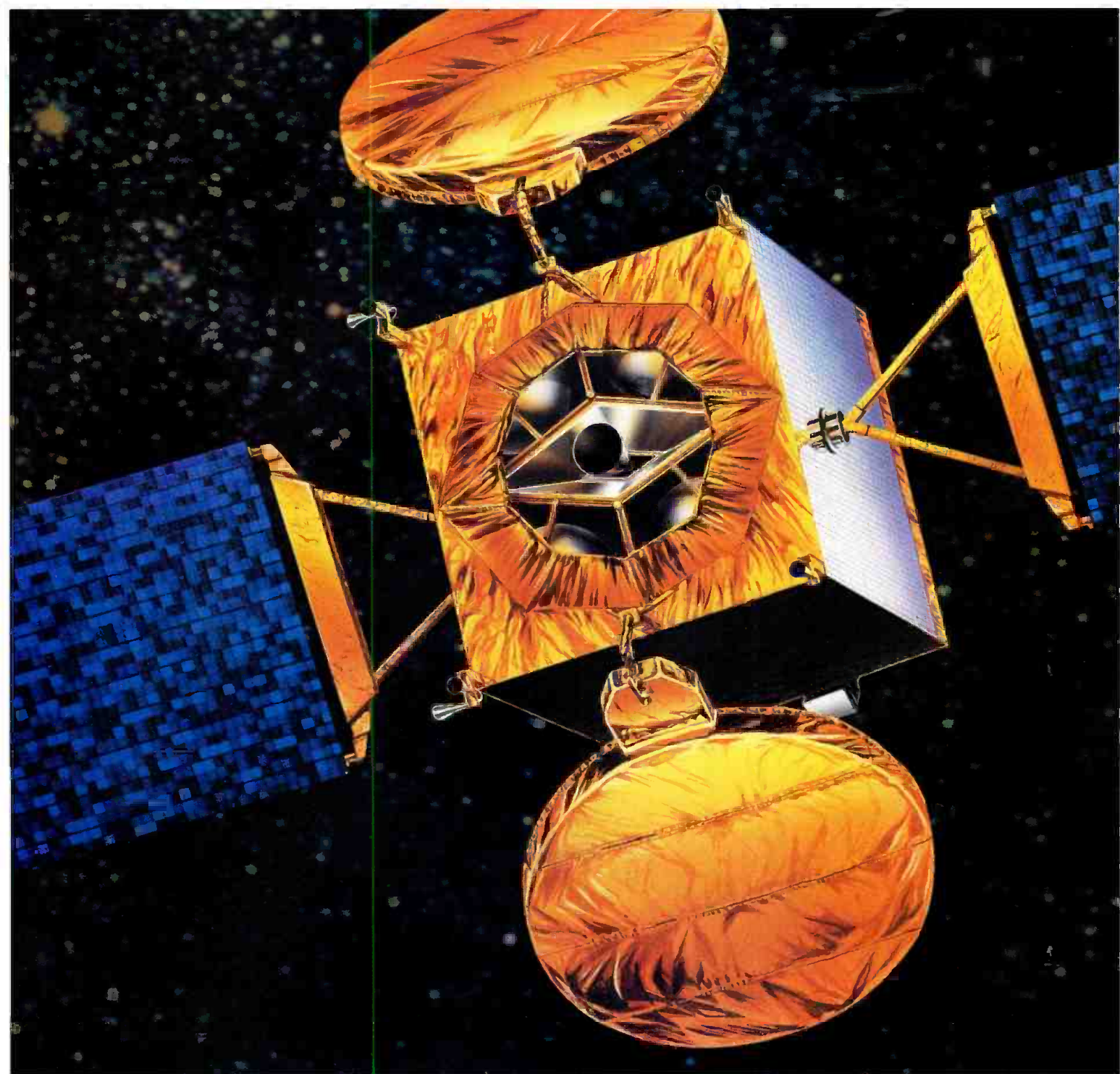
The list of CableLabs RFP respondents reads like a who's who in professional video and transmission system manufacturers: (1) AT&T, ComStream Corp., and News Datacom; (2) C. Itoh & Co. of Japan (co-purchaser with Toshiba of a \$1 billion interest in Time Warner earlier this

month); (3) OAK Communications, Leitch Video International and C-Cube Microsystems; (4) GI's VideoCipher Division; (5) Macrovision; (6) Philips Electronics and Philips-owned Magnavox CATV Systems and Hughes Network Systems; (7) S-A-Zenith; (8) Thomson Consumer Electronics (the nation's largest TV set builder, which last February committed \$50 million to build digital receivers for Hughes's DirecTV direct broadcast satellite services, to be launched in late 1993), supported by its HDTV partner David Sarnoff Research Center, and (9) Toshiba.

GI's Heller says cable programers and operators will be able to recoup their investments quickly through the operational savings compression will bring. And, he says, although GI has spent "many tens of millions of dollars...a huge part of our R&D" on developing DigiCipher, "we've been assuming all along there will be a competitive environment. We never envisioned supplying the whole market."

H. Allen Ecker, chief technical officer for Scientific-Atlanta, says he "fully anticipates satellite, fiber and cable will combine to make a very large market; there will be room for many providers. And we expect new service providers, which will mean an even larger market."

Among the proponents, says Green, "the competitive pressure seems to be building" to fill "such strong economic need" among TV networks and cable operators seeking to multiply services. Ideally, that pressure would keep the cost of multichannel integrated receiver-decoders (IRD's) only marginally above single-channel analog IRD's now used to downlink cable services.



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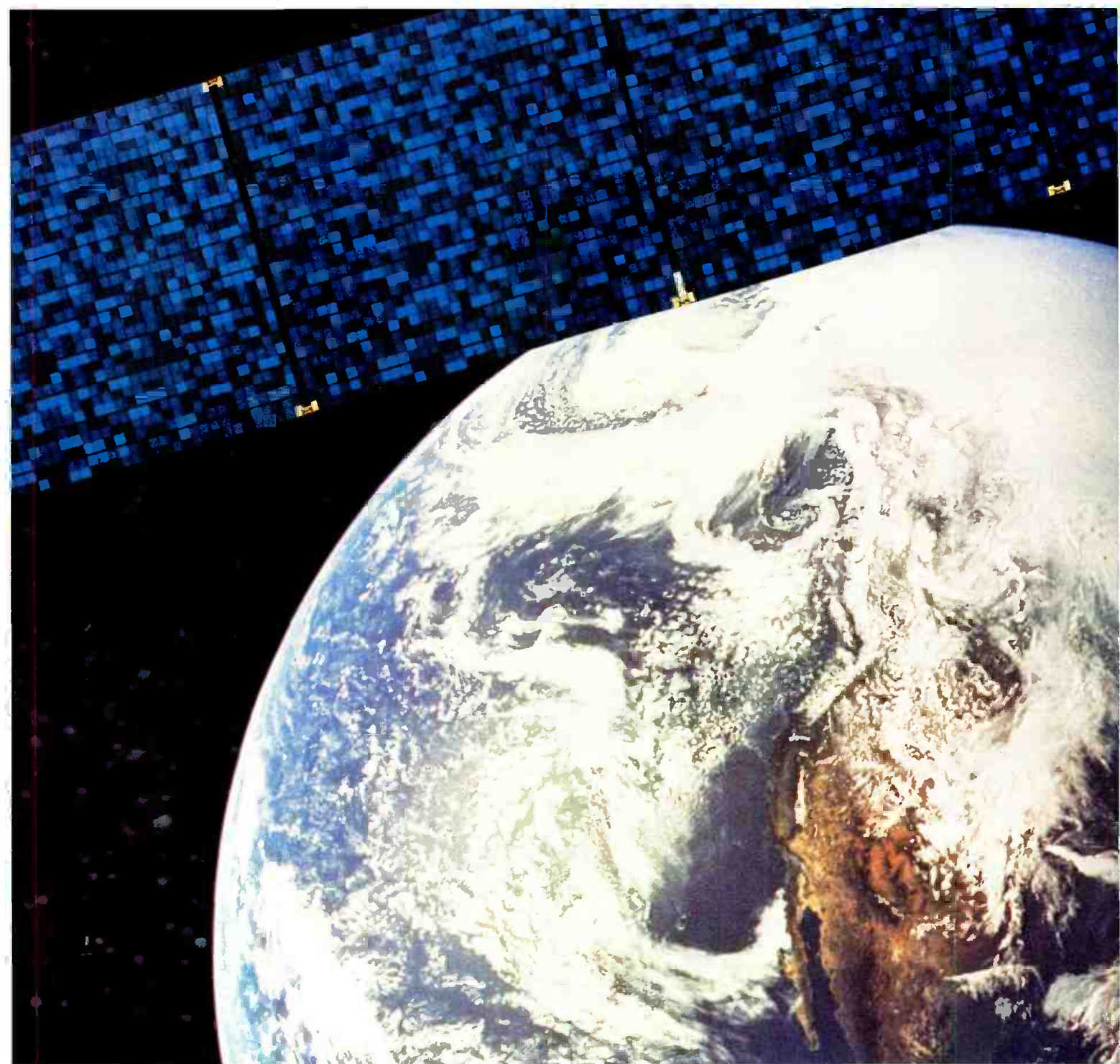
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"I'm convinced now that we will have a headend IRD next year at essentially the same cost as analog equipment today," says Zitter, adding, though, "We're interested in vendors who can meet the schedule."

For HBO, that means "prototype hardware before the end of the third-quarter" 1992, and delivery of systems by early 1993, he says. AT&T, GI and S-A/Zenith all say they have already surpassed the prototype schedule and will meet delivery deadlines, given a purchase order.

The hope of fostering a multivendor market, says TCI Senior Vice President Bob Thomson, "is a sentiment we widely share. We're working with and evaluating the technology and costs of all three of the potential providers."

"But," he adds, "it may or may not be possible. There could be more than one supplier, though typically you get a better unit price through a volume buy. At the same time," Thomson adds, "we don't want to short-circuit ourselves with a single source." Describing all the vendors as "having a lot to offer," he concludes somewhat cryptically, "The ultimate shape of the deals may not fit any clear-cut picture people imagine."

### New network strategies

By all accounts, compression is not a solution in search of a problem, but rather a godsend in a competitive and lean economy.

Facing identity attrition in channel lineups that include Discovery Channel, Lifetime and Bravo, PBS's new strategy envisions creating a 20-plus-channel "education satellite" when it migrates to five Telstar 401 transponders in early 1994.

Perhaps no less so, Viacom, HBO and other cable programmers find themselves rapidly driven toward the digital age by flat pay TV growth, as well as political pressure against adding any services that raise subscriber rates. "The whole idea behind expanding channel capacity," says Zitter, "is to add more value to subscription TV for the subscriber's dollar."

Although programmers are not among CableLabs's membership, HBO has worked closely with Horowitz's committee. As of last week, HBO had not eliminated any proponents. Of his company's separate RFP, Zitter says, "Our intentions are not divisive to the cable industry."



**"Most new networks to cable will be digital from 1993 on."**

—Bob Zitter

International competitive pressures are also driving HBO interest in speedy deployment of satellite compression overseas. Noting that HBO Olé took the last pan-Latin American transponder and that European satellite capacity costs are "three to four times that in other parts of the world," Zitter sees an even greater need for satellite "shelf space" outside the U.S.

For Viacom, says Horowitz, the objectives include: (1) opening room for growth of services by using less bandwidth per signal to create more satellite and, eventually, cable capacity; (2) improving the quality of satellite delivered signals, given minimal generational loss in the digital realm; (3) reducing satellite costs for startup services, and (4) facilitating development of cable headend equipment that costs little more than current analog equipment (about \$1,500-\$2,000 per IRD).

Horowitz says Viacom will probably adopt a single compression rate—four signals per transponder—for Showtime, MTV and other services, since their content is fairly uniform.

PBS, on the other hand, expects to deliver a wide mix of live, filmed and "talking head" instructional video and will, therefore, likely seek a system that can assign more digital bits to more complex signals and fewer bits to simpler signals.

### Quality, cost, compatibility

The manufacturers are competing to sell three different technologies: (1) to deliver services to affiliates via satellite; (2) to deliver services from headends to tens of millions of set-top converters, and (3) to win adoption by the FCC as the high-definition television transmission standard in 1993. AT&T, GI and Zenith each propose digital HDTV systems employing the highest levels of compression.

The cable industry would like to see a mix of manufacturers in those markets, but not at the price of a compatibility nightmare. But as of last week, both the proponents and prospective

buyers agreed the past two years' learning curve has dispelled concerns that NTSC and HDTV compression systems would have to employ exactly the same compression algorithms, error correction schemes or modulation.

"We're settling on a digital operating system capable of accommodating signals of different quality levels...NTSC, HDTV, even PAL," says Horowitz, adding, "From the start we wanted a system that would not become a bottleneck to any future advancements."

Adds Zitter: "My feeling is that NTSC and HD compression won't need to have the same [compression] algorithms." Miller believes it is



**"It may come down to one technology, but not one vendor."**

—Howard Miller

"quite important to have the same fundamental approach," but agrees, "we're concluding that compatibility is not as dependent on algorithms as earlier thought."

In the case of backward compatibility to analog, says Howard Miller, "the beauty of digital is that you can overlay signals on top of your analog AM signals in the cable plant."

Indeed, GI's Jerrold Heller argues that DigiSat and DigiCable would prove most compatible with VideoCipher Division's huge installed base of analog cable equipment. And, although he argues "there is an advantage to working with someone who is involved in the HDTV process—certainly a tremendous advantage to working with someone who wins," Heller concedes that waiting to see who wins the HDTV race is "not an essential element" of CableLabs's or HBO's decision.

In any case, all the proponents promise to make their satellite compression equipment interoperable with HDTV. And, Heller says, if implementation of digital NTSC and digital HDTV "is done right," an HDTV signal will be able to travel through a cable system, and through a digital NTSC set-top converter, to HDTV decompressor-decoders inside HDTV sets and VCR's. ■



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SIMPLY THE BEST CONNECTIONS

# SATELLITES POISED FOR LAUNCH OF CHANNEL BOOM

*Creation of infrastructure proceeds apace for '94 DBS service; next stop: programming*

By Harry A. Jessell  
and Steve McClellan

**T**echnicians at Hughes Aircraft in El Segundo, Calif., are hard at work these days assembling two extraordinary communications satellites—each will weigh 4,000 pounds on the ground and measure 90 feet across when fully deployed in orbit.

The satellites are big and they have to be. They are to carry aloft Hughes Communications' hopes of successfully introducing a satellite-to-home broadcast service into a video market already crowded by broadcasting, cable and home video.

It's been just over a year since Hughes Communications announced its intention to construct and launch the two birds and begin beaming—in early 1994—hundreds of channels of programming to homes equipped with tiny satellite receivers.

The enterprise is a gamble, requiring a massive capital investment of hundreds of millions of dollars. Hughes chose to roll the dice only after Hubbard Broadcasting's United States Satellite Broadcasting agreed to lease five transponders on the first of the two 16-transponder satellites and sealed the deal with a down payment of \$50 million.

Since the announcement, Hughes Communications has been trying to piece together the DBS puzzle. "It's exciting; it's a lot of work, and it's changing the way people are thinking about multichannel distribution media and how to cope with it because it is coming," says Eddy Hartenstein, president of DirecTV Inc., the newly formed Hughes subsidiary charged with bringing the DBS plans to fruition.

Work at DirecTV has been proceeding down two tracks—one to create what it calls the "infrastructure," the other to line up the kind of programming that will make consumers willing to shell out \$700 for the reception gear and pay the fees for the programming itself.

All appears to be going well on the infrastructure side. The satellites are coming together. Ground is soon to be broken for one uplink near Denver, and land in Los Angeles has been ac-

quired for the other. Rupert Murdoch's News Datacom has been contracted to provide the encryption and compression technology that will allow DirecTV and USSB to squeeze up to eight channels through each transponder. Thomson Consumer Electronics has committed \$50 million to develop the home reception equipment in exchange for the exclusive rights to sell it for one year. And contracts will soon be signed with companies to pro-



**DiracTV's Eddy Hartenstein: Piecing together the DBS puzzle.**

vide the back-office functions—the order taking, customer service, billing and collection.

But what has yet to be seen is the programming. Hartenstein concedes DirecTV will not be taken seriously until it announces its first programming deals, and promises that will happen this fall.

Hughes has no intention of producing programming or creating cable-like networks, Hartenstein says. "We are the distribution entity," he says.

As Hartenstein envisions it, DirecTV will offer a mix of cable networks, broadcast superstations, sports, movies and narrow-interest or niche programming.

Central to the plans are sports and movies. According to Hartenstein, DirecTV is trying to lure the major picture studios, professional sports leagues and collegiate athletic conferences to put their proved product on the satellite and offer it on a pay-per-view or pay-per-package basis. DirecTV and the programmers would split

the revenue, he says.

The movie studios could offer their movies on 40 or 50 channels, giving the consumer the choice of multiple start times to create the equivalent of a "virtual or near video-on-demand service," Hartenstein says. "If the hot movie one month is 'Batman Returns,' you could start it every 15 or 20 minutes."

DiracTV's pitch to the sports interests is much the same. The league and conferences are being invited to put all their games on the satellite so consumer may pick and choose what they want to see, Hartenstein says. Because the DirecTV technology can black out reception of any game in any area, Hartenstein says, a sports league can offer the DBS service without affecting its existing TV deals with broadcasting and cable. Sports "are certainly not interested in abandoning their existing outlets," he says. And, he says, non-DBS subscribers will not be denied "their birthright to watch the World Series and other major events on free TV."

The market for sports will primarily be fans who want to watch teams from other markets, Hartenstein says. "If you are a Boston Red Sox fan who lives in Texas, how many Red Sox games do you see each year?" he asks. "Not many."

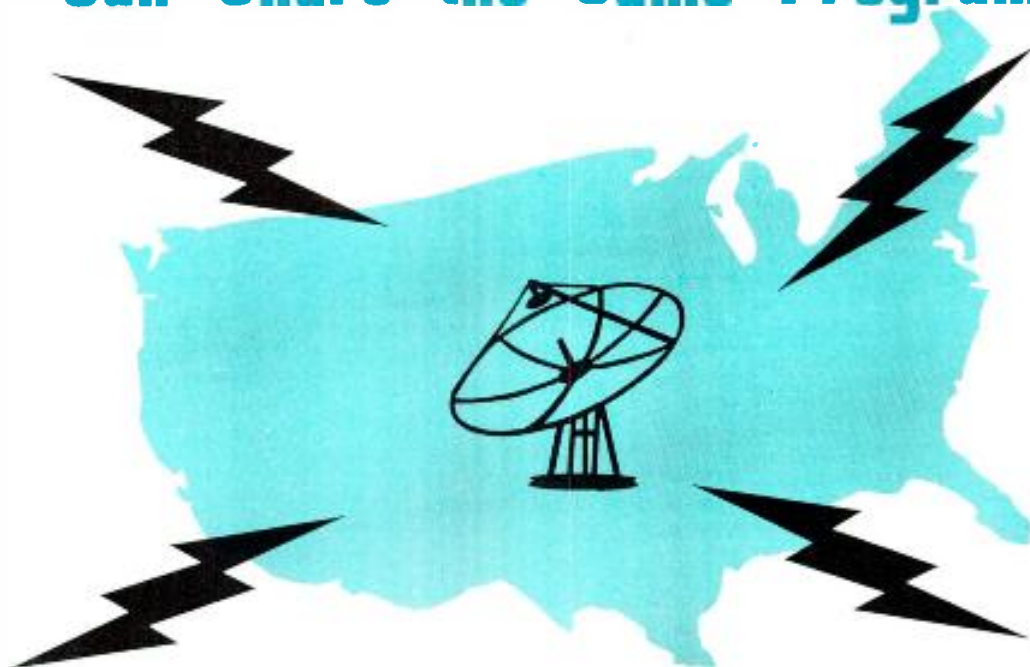
DiracTV also hopes the cable networks will have a place on their birds. It struck a deal last spring with the National Rural Telecommunications Cooperative, under which NRTC will pay DirecTV \$250 million for the exclusive right to retail DirecTV services in NRTC's rural territories, which contain between nine and 12 million homes. The deal hinges on DirecTV loading up one of the satellites with at least 20 popular cable services.

Hartenstein claims to be making progress with the cable networks on the NRTC deal. The networks are willing to make their programming available in rural areas where they do not have to worry about creating competition for cable operators, he says. "Ninety-nine percent of the NRTC territories are not cabled," he says.

Negotiations get a bit tougher when DirecTV tries to secure the rights to sell the service in the heavily cabled



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urban and suburban areas, Hartenstein admits: "We may not be successful in negotiating those rights."

If such deals are done, Hartenstein says, DirecTV will probably have to retail the services at the "TVRO rates"—the higher prices established for the home backyard dish market. That's why Hughes supports legislation that would guarantee TVRO and DBS distributors programing on the same terms as cable operators, he says.

USA Network President Kay Klopovitz suggested Hughes has a long way to go before it locks up any cable programing. "They have been around explaining their position to cable programmers, and I would assume that they have seen many," she says. "I don't think there'll be an early completion of a package."

DirecTV's footprints were easy to spot among the programmers. Especially the sports networks.

Joel Nixon, vice president of broadcasting, the National Hockey League, says he has had extensive talks with both Hughes and Hubbard about airing games on DBS. "I think potentially it's a way to go, particularly for the displaced hockey fan," says Nixon. With less broadcast network exposure than the other major sports leagues, Nixon suggests DBS probably "occupies a more front-and-center position" among NHL media alternatives.

The National Basketball Association's interest is just as keen, at least in terms of exploring the potential of DBS. "We've talked to Hughes and many others in trying to acquaint ourselves with all the new technologies," says Ed Desser, president, NBA Television Ventures.

David Allworth, Major League Baseball's director of broadcasting, said the league is impressed with the potential of DBS. "We told them we had to settle renewals with our network and cable exhibitors first," he said. "Maybe by December we might have an opportunity to talk about a package of games for DBS."

If all goes according to plan, Hartenstein estimates, one million households will install dishes during the first year of operation. And that may be "conservative," he says. "Hubbard will tell you a number two or three times that." But DirecTV will not be "comfortable" until it counts three or four million subscribers, Hartenstein adds. That's "break-evenish." ■

## THE HUBBARDS OF DBS

**W**ith just 19 months to go before it is to begin DBS service, Hubbard Broadcasting's United States Satellite Broadcasting is still hunting for investors and program suppliers.

"If the venture does not get another investor, we are fine," Hubbard Broadcasting and USSB President Stanley S. Hubbard says confidently. That may be, but, without programing, USSB has no business.

Hubbard Broadcasting owns the lion's share of USSB, a company it founded to pursue the DBS business 10 years ago. Other investors include broadcast group Nationwide Communications, which has reportedly contributed \$10 million to the venture; Chicago-based manufacturer Pittway, and Hubbard's TV station rep, Petry Television, which is said to have invested somewhere between \$1 million and \$5 million.

Since wiring \$50 million to Hughes last year to secure five transponders (yielding up to 20 TV signals) on the first of its two planned DBS satellites, USSB has redoubled its search for major equity and programing partners. Thus far, the search appears to have been fruitless.

Looking for money, the Hubbards are said to have approached such major broadcast groups as Tribune, Times Mirror, Multimedia, Pulitzer Broadcasting, Cox Enterprises, McGraw-Hill and Gannett. None has yet to buy in, and if any are close to making a commitment, they aren't saying.

Because Hubbard is a private company, it is hard to know how deep its pockets are. But, if Stanley S. Hubbard is to be believed, it is ready to cover the rest of the payments to Hughes (believed to be considerably more than \$100 million) and provide the necessary capital for programing.

Hoping to minimize the needed programing capital, USSB is proposing splitting of subscription revenues and/or barter splits, according to Stanley E. Hubbard, vice president, USSB.

Hollywood has yet to embrace the venture, but it is listening. Dick Robertson, president of Warner Bros. Domestic Television Distribution, represented several other senior Time Warner officials at a recent USSB presentation from Stanley E. Hubbard.

"The big question is how much first-run product is he going to acquire versus off-network product," Robertson said. "I am sure he is going to be able to acquire film product, but given the current alliances producers have with cable, he could face an uphill climb."

Without Robertson saying it himself, Time Warner has strong vested interests in cable. In fact, American Television & Communications Corp. (ATC), Time Warner's multiple system cable operator, is continuing to cast its future path with cable, particularly through an expanded 150-channel model cable system in New York.

Calling the presentation "extremely impressive," Robertson said he got the impression USSB was "one of the most well-financed DBS ventures" yet.

In a recent investment research report, Goldman Sachs analyst Barry Kaplan cites the need for upfront capital investment of at least \$1 billion and the lack of local programing as two major drawbacks for DBS.

Stanley S. Hubbard is not concerned. He anticipates DBS in four million homes the first year and 50 million homes in five years. "Anytime a new video distribution system emerges, people watch, and they come out of existing media; we will be taking audience away, especially from the home video market," he says.

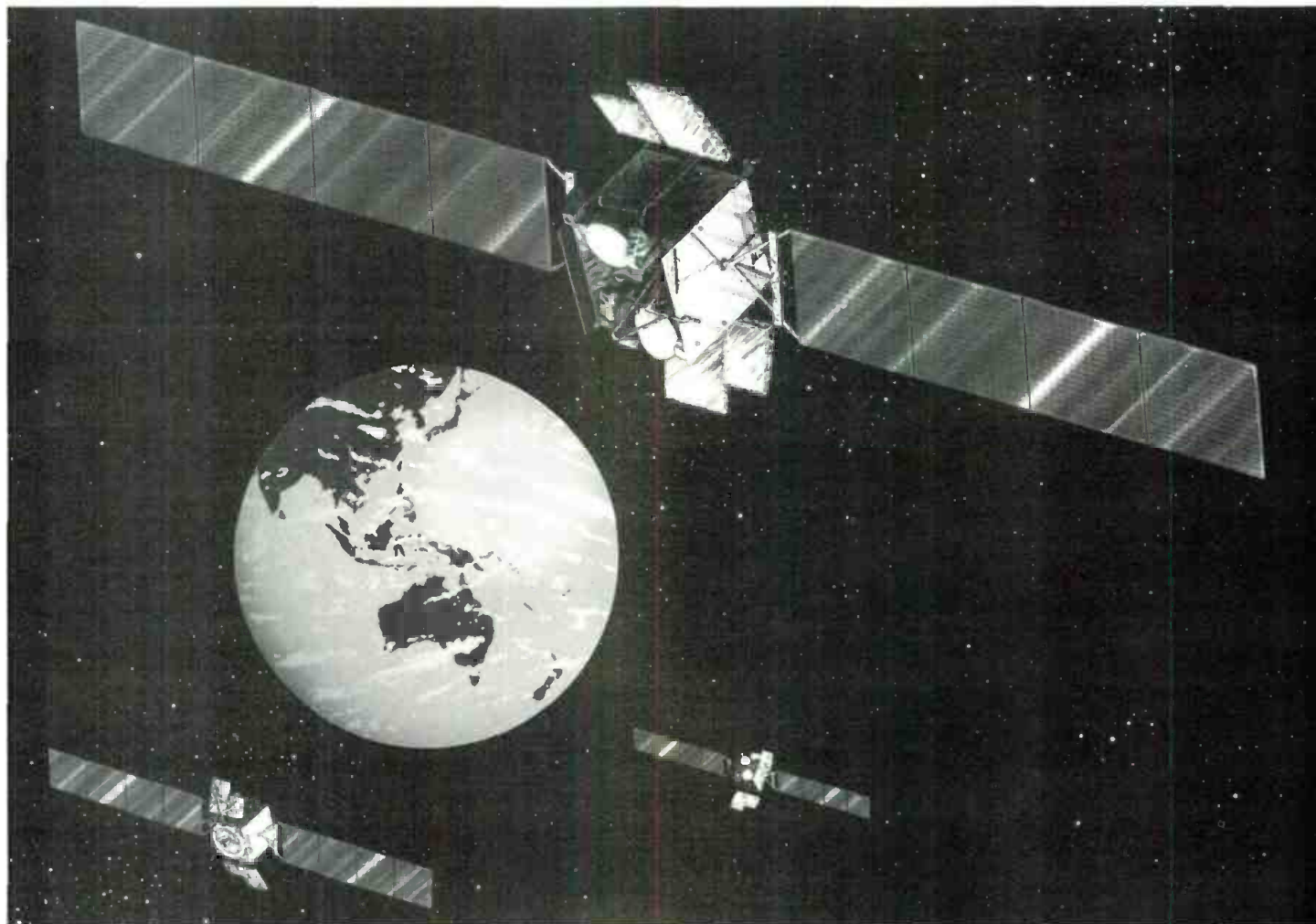
Another question facing him is what cable will be doing technically in the next few years, a scenario likely to include ever-increasing channel capacity through fiber upgrades and compression. If that becomes the norm, DBS will likely face a greater challenge for subscribers and programing.

—JF



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# COMPETITORS FEAR EVEN MORE EFFECTIVE INTELSAT

*PanAmSat asks FCC to spin off Comsat's 'competitive' services as U.S. signatory's strategy gets increasingly 'market specific'*

By Peter Lambert

**T**he coming of competition in international television and radio delivery is a slow business. Never fast enough, of course, for emerging competitors to the International Telecommunications Satellite cooperative (Intelsat). The foremost of those, Alpha Lyracom's Pan American Satellite, is once again pressing regulators to tighten restrictions on Intelsat and loosen limits on newcomers.

This time PanAmSat is calling on the FCC to reopen a proceeding to look again at the structure of Communications Satellite Corp., the United States' Intelsat signatory. Because Comsat's private line services, including video, now face competition, argues PanAmSat, Comsat must spin those services off into separate subsidiaries with separate accounting and

without dominant carrier protections.

Comments on the petition and interviews on the state of international video distribution conducted by BROADCASTING indicate users believe competitive pricing and services for television and other users will really come no sooner than 1994 or 1995, when PanAmSat and Orion Network Systems plan to launch five more private international satellites. And by then, such separate systems will face a stronger Intelsat than ever—a prospect not altogether unhappy for users, say some.

"I happen to believe we're going to see a very different Intelsat over the next three to five years," says Peter Marshall, founder in 1983 of international transmission service provider BrightStar Communications and now president of Salt Lake City-based Keystone Communications, whose

own international satellite service revenues have reached 25% of its total business.

Intelsat, says Marshall, "has survived a vulnerable time of short [satellite capacity] supply. Now, if their Intelsat VI and VII series launch program goes well, they'll be very strong. PanAmSat, Orion and Columbia will face a tougher market."

PanAmSat founder and chairman Rene Anselmo puts it differently: "They're building an anticompetitive ship," he says, arguing that Intelsat launched Intelsat-K last month "to knock out Orion and us with their first market-specific bird." State broadcasters in Italy and Spain will use that mid-power Ku-band satellite to deliver direct-to-home TV services into the Americas beginning later this year.

Anselmo also charges Intelsat has "grabbed more slots in the Pacific" where, indeed, a fourth Intelsat spacecraft will come into service in January.

Nevertheless, Anselmo says plans to launch two more PanAmSat satellites in 1994 (over the Atlantic and Pacific oceans) and a third in 1995 (over the Indian Ocean) will compete successfully. "Our goal is to create a global broadcast video system designed for broadcast and data. That's the niche we're looking for, and if we stay on schedule, we'll achieve that."

Comsat President Bruce Crockett argues Intelsat is doing its job helping new markets develop and established ones expand. "We have a whole department devoted to serving broadcast users, and that didn't exist before 1987.

"Intelsat-K, pretty much a broadcast bird, is more than half full, and most is inbound into the U.S., with the idea of delivering programming to audiences here—that's a new phenomenon," he says.

Asked whether Intelsat growth in the next few years might preclude competition, he says: "It's hard to say just how much demand there will be. Demand fluctuates. Whether there will be enough to justify full-scale separate systems remains to be seen.

"But I think there's more room for



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May 12, 1992

Peter Marshall, President  
Keystone Communications  
400 North Capitol, N.W. Suite 177  
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My staff was extremely complimentary of the courteousness and professionalism of Marilyn, Judy, Bridget, Diane, Jay, Jenny, Annelese, Chris and Yumi. Although we don't look forward to these crises, we do enjoy knowing that we will be working with the Keystone staff during these demanding times.

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cc: Earl Casey, National Desk Atlanta  
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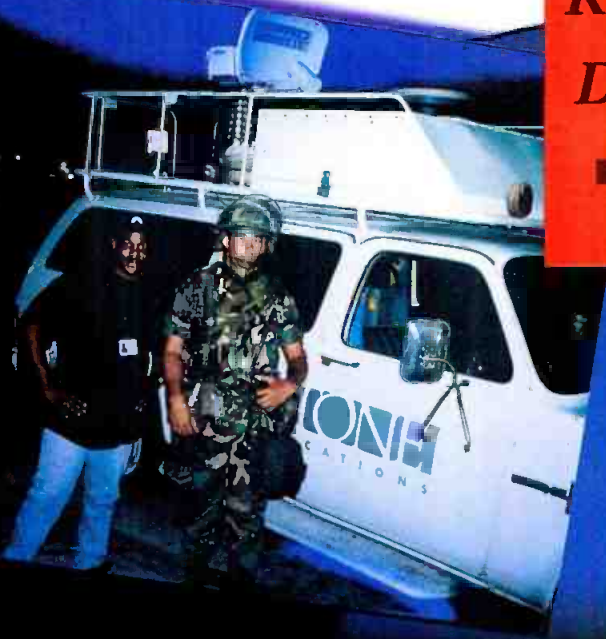
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To launch the PAS-2 satellite in 1994, PanAmSat Chairman Rene Anselmo buys a rocket from Arianespace Chairman Charles Blgot.

more players than you might think. The whole world is going to bust wide open in respect to broadcasting in the next couple of years. If I were a betting man, I'd say the separate systems being planned will get the traffic. I think there will be all kinds of transmissions to fill all the capacity," he says, adding, however, a caveat: "Whether they'll be financially successful is a separate question, but they will get the traffic."

Marshall lauds Anselmo for "needing" Intelsat and Comsat and so "playing an important role in lessening the stranglehold" of the consortium whose membership still consists of dozens of foreign facilities still in state control.

In the past 18 months, many European nations have privatized those facilities. Late last year, the Bush administration proposed Intelsat competitors be allowed access to public switched telephone networks, though only for private line services. And Comsat itself has

called on Intelsat to remove its own "economic harm" restrictions on permitting members to deal with competing carriers.

As separate system restrictions gradually loosen, says Marshall, Intelsat is "becoming more competitive, but at their own pace—in part determined by some very monopolistic communications ministries." He sees the launch of Intelsat-K and the positioning of a bird covering the mid-Pacific to the Mediterranean as "very important, smart moves. For a change, it shows a market-responsive Intelsat."

William Page, president of BrightStar Communications North America, leasing two 2-way Intelsat-K transponders, agrees. "We've had our differences with Comsat, but for the most part it has allowed people like BrightStar into business," beginning in 1983, when BrightStar was allowed to resell trans-Atlantic Intelsat capacity.

Page says the design and positioning of Intelsat-K answered his news-

gathering and other clients' needs to reach farther into Europe. "The biggest thing about the satellite is its footprint, reaching from Moscow and Scandinavia to the Mediterranean and, on the other side, from Canada and the U.S. to Buenos Aires," he says, adding, "There's a lot more news out of Eastern Europe than Denver."

At an admittedly painful cost (said to be around \$2 million per pathway annually), Page sees a sensible long-term investment in the satellite, and expects BrightStar to sink an equal amount into a dedicated ground segment. The company has begun building rooftop facilities in Moscow and London and is negotiating to do the same in Washington.

Despite the high cost, he says, "In our minds, Comsat is trying to compete in the market and is being slowed down mostly by people who file against them."

Filing in favor of reopening the Comsat structure proceeding, U.S. broadcast network executives disagree. They have held out from buying capacity aboard Intelsat-K, privately calling its rates unjustifiable.

In their comments, Capital Cities/ABC, CBS, NBC and Turner Broadcasting System argue: "Although competition...has grown significantly...as long as Comsat continues to face less than effective competition for some of its services there will be incentive for Comsat to shift costs [and] effective regulatory safeguards will be necessary to prevent Comsat from subsidizing the rates of its more competitive services from less competitive services."

Noting that undersea cable cannot serve the remote newsgathering market, and that only one PanAmSat bird has been launched, the networks conclude "the market for international video services is not yet subject to effective competition."

How long the networks can wait for alternatives remains unclear. Other Intelsat capacity will be launched in the next few years. Rockville, Md.-based Orion is licensed to operate two birds serving Europe and North America.

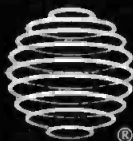
In the meantime, Columbia is offering occasional bookings on six C-band transponders each over the Atlantic and Pacific. It claims that at least 14 nations including France, Germany, Luxembourg, the Netherlands and Mexico have asked Intelsat for landing rights to use that capacity. ■

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# SATELLITES: THE NEXT GENERATION

*In the next 10 months, ABC, CBS, PBS, HBO, TBS and dozens of other cable programs will see a collective \$1 billion investment head into orbit*

By Peter Lambert

**H**old on to your seats. It's launch time. And uninterrupted satellite distribution of more than half the cable networks and two of three broadcast networks will be at stake as Hughes Communications, GE American Communications and AT&T launch seven next-generation TV birds over the next eight months.

The new generation began in a small way in 1990, with the launch of GE Americom's Satcom C-1, a bird that has quietly developed into the number-five cable bird, carrying all the Prime Network regional cable sports services, SportsChannel Los Angeles and a handful of superstations sold to home dish subscribers.

Last March, Hughes Communications launched the first of four primary cable satellites, Galaxy V. Two years ago, Turner Broadcasting System and Home Box Office formed a co-venture to buy a large chunk of two Hughes birds designed to replace Galaxy I and Westar V before they run out of gas.

The first of those replacements, Galaxy V, became operational May 8, carrying A&E, CNN, Disney, ESPN, HBO, TNT, USA Network, WGN-TV Chicago, WTBS(TV) Atlanta and a dozen other top basic channels.

One down, three to go, for cable. In August, McDonnell Douglas is scheduled to launch Galaxy IR, and Ariane-space is to launch GE Americom's Satcom C-4. Two months later, Satcom C-3 is set to launch. The Satcom birds are "practically sold out" now, says W. Neil Bauer, senior vice president and general manager of commercial operations for GE Americom, thanks mainly to a 1989 purchase by a consortium that includes Viacom Networks (including Showtime and MTV), C-SPAN, Lifetime and The Weather Channel. Given a few more deals, Bauer says, C-3 and C-4 could be entirely sold out by the time they become operational late this year or early next year.

Although the launch business has proved as risky as ever—the image of space shuttle astronauts rescuing an Intelsat bird by hand earlier this summer may be permanently branded on

## Proposed domestic satellites

Carrier Satellite	C-band	Ku-band	Orbital slot	Launch date
<b>AT&amp;T</b>				
Telstar 401	24	24	97	May 1993
Telstar 402	24	24	89	March 1994
<b>GE Americom</b>				
Satcom C-4	24	--	135	Aug. 1992
Satcom C-3	24	--	131	Sept. 1992
Satcom H-1	24	16	85	1994
<b>Hughes Communications</b>				
Galaxy IV	24	24	99	Aug. 1992
Galaxy VII	24	24	91	Oct. 1992
Galaxy IR	24	--	133	Dec. 1992
Galaxy IIIR	24	--	95	1994

mer may be permanently branded on the American psyche—the satellite operators have built ground spares. Better yet for cable networks, both Hughes and GE have put new fleet

spares in orbit first, each carrying emergency capacity for their all-important cable and broadcast clients.

This fall will also bring a new anxiety factor into the launch experience—



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a new class of the largest satellites ever built, in this case for CBS and ABC.

Hughes will loft two of four of these new generation spacecraft with hybrid C/Ku-band payloads. Hughes's Galaxy VII will go first in October, Galaxy IV in December. (The world is scheduled to see the Chinese launch the first such HS-601 satellite for Australian broadcasters Aug. 20.)

Leaving longtime partner AT&T behind, CBS has purchased 10 C-band and two Ku-band transponders across Galaxys IV and VII, each of which carries 24 transponders in each band. According to Hughes Senior Vice President Jerry Farrell, new traffic combined with newsgathering, business and educational traffic that is to migrate from all-Ku-band SBS 4 adds up to about 50% occupancy for Galaxy VII. With traffic from C-band Westar IV migrating to Galaxy IV, Farrell says half that bird's Ku-band and three-quarters of its C-band capacity is filled.

AT&T will launch a similar pair of C/Ku hybrid satellites for ABC and PBS. Telstar 401 is scheduled to launch in May 1993. Telstar 402 will fly about 10 months later. In addition to 24 C-band channels, Telstar will offer a combination of 27 mhz Ku (16 of them) and 54 mhz Ku (eight of them) transponders. ABC will be free to deliver multiple newsgathering sig-

nals over the broader Ku transponders. And ABC and PBS will even have the option to combine 60-watt Ku's to deliver 120-watt power to small dishes for a direct broadcasting application.

The new AT&T hybrids will also allow broadcasters to uplink in one band and downlink in another, eliminating second hops or conversions on the ground.

## COUNTDOWN TO RENEWABLE SECURITY

**B**efore the end of 1992, cable programmers, beginning with pay services such as HBO and Showtime, will begin to shut off satellite transmissions encrypted by the VideoCipher II, a system that had spawned a huge black market in illegally altered consumer descramblers.

The prospective end of home satellite signal piracy began earlier this year when cable programmers agreed to adopt VideoCipher-RS, General Instrument Corp.'s "renewable security" version of the de facto industry standard decoder (BROADCASTING, Feb. 17).

GI put up \$50 million to supply about 270,000 legal VC-II owners with VC-RS, complete with a slot for insertion of a TvPass security card. The card, bearing security information, would be disseminated, given a break in VideoCipher.

"The VC-RS upgrade is on schedule, and we expect a VC-II shut-down by some programmers by early this fall," says Esther Rodriguez, head of domestic products marketing for General Instrument's VideoCipher Division.

Last month, a group including some of the original VideoCipher patent holders formed a joint venture to market a VC-RS-compatible descrambler. Negotiating now to gain cable programmer support, Titan Satellite Systems Corp. says it will demonstrate a "functioning" receiver-decoder at next week's Satellite Broadcasting and Communications Association trade show in Baltimore.

-PBI

Critically, the major cable and broadcast networks have obtained enough capacity on all the birds to add new digitally compressed services.

Only one major network, NBC, remains unsigned. Their capacity aboard co-owned GE Americom's Satcom K-2 will remain operational into early 1997, and NBC is expected to make a replacement decision late this year. ■

## Satellite guide to the sky

Carrier Satellite	<sup>1</sup> C-band	Ku-band	Approximate end-of-life	Orbital slot	Carrier Satellite	<sup>1</sup> C-band	Ku-band	Approximate end-of-life	Orbital slot
<b>AT&amp;T</b>									
Telstar 301	24	--	Dec. 1993	96	Spacenet III	18	6	March 1998	87
Telstar 302	24	--	Sept. 1994	85	Spacenet IV	18	6	April 2001	101
Telstar 303	24	--	Apr. 1995	123	GStar I	--	16	May 1995	103
<b>GE Americom</b>					GStar II	--	16	March 1996	105
Satcom C-1	24	--	Nov. 2000	139	GStar III	--	16	Sept. 1994	125
Satcom II-R	24	--	Jan. 1995	72	GStar IV	--	24	Nov. 2002	64
Satcom I-R	24	--	April 1993	131	ASC I	18	6	Aug. 1995	128
Satcom IVR	24	--	Feb 1993	82	<b>Hughes Communications</b>				
Satcom C-5	24	--	Jan. 2001	143	Galaxy I	24	--	June 1993	133
Satcom K-1	--	16	Dec. 1996	85	Galaxy II	24	--	Sept. 1993	74
Satcom K-2	--	16	April 1997	81	Galaxy III	24	--	Sept. 1994	93.5
<b>GTE Spacenet/Contel ASC <sup>2</sup></b>					Galaxy V	24	--	March 2002	125
Spacenet I	18	6	May 1994	120	Galaxy VI	24	--	Nov. 2000	99
Spacenet II	18	6	Nov. 1994	69	SBS 4	--	10	Aug. 1994	91
					SBS 5	--	14	Sept. 1998	123
					SBS 6	--	19	Nov. 2000	99

<sup>1</sup> C-band and Ku-band columns indicate numbers of transponders on each satellite. End-of-life estimates are based on launch date plus average 10 or 12 years.

<sup>2</sup> GTE and Contel merged in March 1991. Contel ASC's second satellite, ASC II, was renamed Spacenet IV.



# Classifieds

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General sales manager:** Established Midwest AM/FM seeks ambitious, self starter to complement our experienced sales staff. We're results oriented and high on community involvement. Excellent pay and benefits package. Send resume to: Joyce McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

**Contemporary Christian music** pioneer KYMS is looking for an experienced sales manager. Proven sales success is a must, rapport with Los Angeles and Orange County agencies a plus. Competitive salary, full benefits with generous overrides and incentives. Resume: Roger Marsh, GM, 1740 A W. Katella, Orange, CA 92667. EOE.

**Selling sales manager:** For Cape Cod's WPXC-FM. Great opportunity with ratings leader. Must be energetic dynamo. Send resume to General Manager, 1481 Route 132, Hyannis, MA 02601. EOE.

**Selling GM** for group owned 50KW FM in top New England market. Excellent opportunity for growth. Reply to Box M-18. EOE.

**Medium market radio and television** group seeks experienced general manager to handle seven radio stations, two television stations and two weekly newspapers. The opening is immediate, and would require some travel between the facilities. Experience in both radio and television would be beneficial. Reply to Box M-20. EOE.

**Manager of local underwriting:** WNYC Foundation seeks an experienced person to sell local underwriting availabilities on its two radio stations and television. Responsibilities include developing and implementing new strategies, materials and a sales plan for a local radio and TV underwriting program consistent with public broadcasting standards and WNYC's overall fundraising efforts. Requirements include a Bachelor's degree, proven talent for sales and successful track record, preferably in comparable position in public broadcasting, or similar experience; excellent speaking and writing skills; ability to analyze and synthesize ratings and demographic data and good word processing skills. Salary: Low to mid forties + benefits. Send letter and resume to WNYC Foundation, Personnel Department 13U, 1 Centre Street, 26th Floor, New York, NY 10007. EOE. Only those candidates under further consideration will be contacted.

**Radio sales manager:** Somewhere in the U.S. there's a sales person with great ability, who has moderate experience, and is looking for the big break. You know you are good and should be manager of your staff. You know you will make it into management someday, but you have not made it yet. Welcome home. We are an upper midwest, medium market, small group. We need someone who can sell and maintain a sales staff, talk smart with agencies and work well with clients (big and small). We have an AM/FM combo. You will be responsible for all of it. These are good saleable stations. This is a unique situation. We think you could have fun here — while doing a serious job for us. Great opportunity for future advancement. Write stating financial needs. Heavyweights also considered. EOE. Reply to Box M-32.

**GSM:** WVLW/WVRV (V-103), Roanoke/Lynchburg VA. Contemporary hit urban format. Proven track record a must! National, regional, and local sales pro. Resume to GM, V-103, 801 Court St., Lynchburg, VA 24504. EOE.

**Business manager, San Francisco:** Unique opportunity for bright, ambitious professional to join well-funded SF broadcast start-up. Top financial position at KSFO & KYA is hands-on now, with opportunity to advance as we grow. The successful candidate will have integrity, honesty and a strong work ethic, combined with business manager or VP finance experience in major market. Accounting degree required, CPA preferred. Generous salary, benefits and 401K plan. Please send resume, earnings history and references in confidence to Ron Unkefer, President, First Broadcasting Co., 300 Broadway, San Francisco, CA 94133. EOE.

### HELP WANTED SALES

**Radio sales position.** Immediate opening, broadcasting's oldest media/merchandising-sales/promotion firm (38 years). Radio/sales experience required — full-time travel (Monday/Friday). Draw against generous commission, six figure potential. Resume and recent picture: John Gilmore, President, CCA, Inc., Box 151, Westport, CT 06881. EOE.

**Experienced salespeople needed** for Florida small market station near Tampa. Must like and understand small market radio. Immediate openings. Big commissions to closers. Call 813-782-1418. EOE.

**Mass appeal financial features:** Professionals to acquire sponsors and negotiate clearances. Full/part time. No relocation. Commissions only. Contact Box 23, New York, NY 10163-0023. EOE.

**CCA Electronics:** Manufacturer of AM, FM, and shortwave commercial broadcast transmitters is expanding and looking for sales engineers. Person must have good RF background, able to communicate effectively, and really love working in radio. A successful sales background is a plus. Must be willing to relocate to metro Atlanta, Georgia area. Send resume to: Steve McElroy, VP Sales, CCA Electronics, Box 426, Fairburn, GA 30213. EOE.

**Account executive** for dominating combo. College degree, sales/media experience preferred. Resumes to WHBC, Box 9917, Canton, OH 44711. No phone calls. EOE.

**Account executives:** V-103 needs aggressive, experienced sales people now! Resume to 801 Court Street, Lynchburg, VA 24504.

### HELP WANTED TECHNICAL

**Sr. technical coordinator:** National Public Radio seeks a project supervisor to assist in our audio distribution system. Duties will include overseeing implementation of satellite interconnection system replacement and enhancement projects, in addition to supervision of technical staff. Required: 5 years of hands-on broadcast station or satellite terminal or maintenance experience. Computer literacy and demonstrated oral and written skills. Salary commensurate with experience. Send resume to: NPR Personnel Dept. — #633, 2025 M Street, NW, Washington, DC 20036. EOE/AA.

**Regional engineer:** Metro Traffic Control is looking for a regional director of technical services to handle all engineering needs and oversight for our West Coast facilities. Job based out of Los Angeles and reports to the Corp. D.O.E. Send resumes to: David Foster, National Operations, Metro Traffic Control, 2700 Post Oak Blvd., Houston, TX 77056. EOE M/F.

**Broadcast engineer for AM/FM,** computer knowledge and FCC documentation for high-tech radio stations on tropical islands of Guam and Saipan. 671-789-1018. EOE.

### HELP WANTED NEWS

**News director:** Clear Channel Communications' KTOK, Newsradio in Oklahoma City, is looking for an experienced news director for a 10-person department. Must have strong journalism background, great on-air presentation ideas, and excellent management skills. Contact Mike Elder, KTOK Radio, PO Box 1000, Oklahoma City, OK 73101. EOE.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Our last production manager** didn't just go to Disneyland, now he works there. We're conducting a nationwide search for a smart, talented, creative production director. The person we're looking for lays awake nights thinking about concepts for commercials. He or she has an outstanding natural voice, also does character voices, but most of all this person enjoys creating spec spots that make the client say wow! If that sounds like you, send us your C&R today. If that sounds like someone you know, send us their name and number. If we hire them we'll send you a check for \$1,000. We're number one in the most exciting, dynamic major market in America. Show us how good you really are. Reply to Box M-33. EOE.

### SITUATIONS WANTED MANAGEMENT

**Bill James — your next GMI** 15+ years radio management. Can do all! Sales/programming/management. Cost efficient. Great track record. 804-232-5197.

**Profitable GM/GSM:** If 59% of us (per NAB) lost money last year, my 25% profit on \$million net sales is exceptional. "Recession" track best in history. New owners think I'm too profit-oriented. Disagree? I'll put you in the black. Degree, 10 years GM/GSM. Reply Box M-29.

**Attention Gulf Coast broadcasters:** Market native available as GM/PD/announcer. Winning track record, stability, confidence & talent. It's what I know and who I know. If you're venturing into Mobile/P'cola market, I wanna know you. Lori 205-928-9887.

**Strong administrator.** Solid leader. No hot shot. Computer literate. Good planner. Detailed budgets & projections. Over 20 years as general manager including group. Presently VP-GM combo operation. Top 60 market. Prefer Southeast but will consider all. Reply to Box M-35.

**Let me guess...** Your market has changed, right? You can make a profit in the '90s. A good GM who's a good marketing analyst, sales strategist, street fighter, budgeting wizard, bottom line manager, programming trend-setter, motivational leader, coach and trainer will lead your crew to do it for you. I'll send you 20+ years of proof, write Box M-34.

### SITUATIONS WANTED ANNOUNCERS

**Versatile sports announcer** available immediately. Excellent PBP all sports. Major market experience in all areas of sports. Bob Buck 812-424-6020.

**DJ seeking employment** in mid South/Southern states. Small/mid class mkt. One year experience. \$ open. Call 1-602-872-1805.

### SITUATIONS WANTED NEWS

**I'm no news bunny** — years of experience at NBC (when it was NBC), AP, UPI, WGCI and other shops prove it. On-air, editor, management — I do it all. Call Mary 708-256-6337.

**Award-winning Los Angeles** network reporter looking for a news director position, or reporter position in radio or TV major market. 818-345-6245.

**Sports reporter/producer** on 50,000 watt radio station in New York. Looking for full-time position in any market. Will relocate. Call Tom at 908-665-0982.

### MISCELLANEOUS

**Wanted:** Half hour rates for investment and other shows. Fax station information, including times and rates. 813-367-7424 ET.

**Ron Balonis' Broadcast Engineer's** Computer Toolbox? Write: Computer Toolbox, 118 Rice Street, Trucksville, PA 18708. Or, call it up: 1-717-696-1490.

## TELEVISION

### HELP WANTED MANAGEMENT

**Local sales manager:** Mid-Atlantic, medium market affiliate seeks seasoned local sales manager. Must have ability to motivate staff and aspire to GSM position. Send resume and salary requirements to Box M-22. EEO.

**Medium market radio and television group** seeks experienced general manager to handle seven radio stations, two television stations and two weekly newspapers. The opening is immediate, and would require some travel between the facilities. Experience in both radio and television would be beneficial. Reply to Box M-21. EOE.

**Building management team** for East Coast affiliate. Need team-players for station manager, sales manager, and news director. An equal opportunity employer. Send resume only to Box M-35.

**Local sales manager:** KTBS-TV is seeking an individual experienced in TV or radio sales with skills in motivation, local-direct and agency sales, sales promotions, inventory management, avail and research systems, and co-op and vendor sales. College degree preferred or equivalent experience. Send resume to: LSM1-BM, PO Box 44227, Shreveport, LA 71134-4227. EOE. No phone calls.

### HELP WANTED SALES

**National sales manager:** One of the nation's most dominant network affiliates (Top 100) is seeking a national sales manager/assistant sales manager. Candidate must possess strong television sales record. Prior sales management experience preferred but not required. EEO. Send resume to Box M-24.

**TvScan, a growth division** of Tapscan, Inc., is looking for a highly motivated television professional as a Northeastern regional manager to be located in the Boston area. Heavy travel required. Please send all resumes to: Greg Calhoun, Tapscan, Inc., 3000 Riverchase Galleria, Suite 850, Birmingham, AL 35226. EOE employer.

**Account executives (2):** KTBS-TV is seeking account executives for its sales force. Prefer experience in radio or TV sales. Proven track record in new business development and strong negotiating skills a must. College degree preferred or equivalent experience. Send resume to: AE1-BM, PO Box 44227, Shreveport, LA 71134-4227. EOE. No phone calls.

**Top S. Florida affiliate** has immediate need for positive, aggressive, enthusiastic, highly motivated team player for local account executive position. 1-2 years street sales preferred, with ability to develop and close new business, and service existing accounts. Broadcast sales experience a big plus. Excellent opportunity for the right person. Send cover letter and resume to: Local Sales Manager, WPEC-TV, PO Box 24612, West Palm Beach, FL 33416-4612. EOE. No phone calls please.

**Account executive position** available at Paramount Stations Group television station. Need aggressive, promotionally minded person with at least 3 years experience in broadcast sales to develop new business and create sales promotion campaigns. Send resume and cover letter to: WDCA-TV, 5202 River Road, Bethesda, MD 20816, Attn-Human Resources. We are an equal opportunity employer.

### HELP WANTED RESEARCH

**KGSW-TV Fox 14 Albuquerque,** New Mexico seeks a sales research assistant. Knowledge of BMP Avail and research system helpful. Qualified person will assist local sales department and management to enhance sales efforts. EOE. M/F. Reply to: John McCormick, GSM, PO Box 25200, Albuquerque, NM 87125.

### HELP WANTED TECHNICAL

**TV maintenance technician:** KPLR-TV, St. Louis, is seeking an experienced maintenance technician. Training with M2 tape, 1" tape and RF extremely helpful. Facility includes C-band and uplink. Fax resume to Jim Wright at 314-454-6445, or phone 314-454-6306.

**Assistant chief engineer:** KETA-TV is seeking a professional with proven technical and leadership skills to supervise engineering staff. This hands-on position requires direct supervision in the installation and maintenance of studio and transmitter equipment. Will work with the director of engineering in planning and implementing station engineering projects. Send resume and references to Personnel, Oklahoma Educational Television Authority, PO Box 14190, Oklahoma City, OK 73113. EOE.

**Taft Broadcasting/NASA Division** is recruiting qualified applicants for the position of Assembly Technician II, to assist in support of video of video systems and services at NASA Johnson Space Center in Houston, Texas. Candidates should possess the following qualifications: Associate degree in Electronic Technology or equivalent. At least two (2) years experience in installation, calibration, and test of television systems, in a quality oriented broadcast or post production environment. Strong electronic systems and component level troubleshooting skills desired. Please send your resume and professional references to: Taft Broadcasting, 16441 Space Center Blvd., Bldg. A, Houston, TX 77058, Attn: Debbie Burks. No phone calls please. Principles only. We are an equal opportunity employer.

**Videotape operator:** KTBS-TV is seeking individual for master control. Prefer individual with radio operator's license and prior experience. Evening shift, Monday-Friday. Send resume to: EVT1-BM, PO Box 44227, Shreveport, LA 71134-4227. EOE.

### HELP WANTED NEWS

**WNEM-TV, #1 rated NBC affiliate,** Saginaw, MI looking for quality driven photographer who can shoot quantity, experience with live and occasional reporting required. Send VHS tape and scripts to Ron Petrovich, News Director, WNEM-TV, 107 N. Franklin, Saginaw, MI 48607, no phone calls please. EOE.

**News director** wanted by small-market affiliate with young, aggressive staff. Management and anchor experience required. Good salary and benefits. Tape & resume to Frank Pilgrim, GM, WMDT TV, PO Box 4009, Salisbury, MD 21801. EOE, M/F.

**WNEM-TV #1 rated NBC affiliate,** Saginaw, MI looking for aggressive, self-starting, enterprising, hard news reporter with exceptional visual and writing skills. Send VHS tape and scripts to Ron Petrovich, News Director, WNEM-TV, 107 N. Franklin, Saginaw, MI 48607. No phone calls please. EOE.

**Main anchor/assistant news director:** On the move affiliate needs top-notch 6pm/10pm co-anchor to complement female counterpart. Significant anchoring experience, management skills and a personable, credible style are a must. Send resume, statement of news philosophy and non-returnable tape (VHS only) to Robert Cizek, News Director, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No calls or faxes. EOE.

**Assignment editor — TV news:** Must have a minimum of 5 years experience on a major market television news assignment desk. Must have strong organizational skills and the ability to work well with others while under pressure. Application deadline August 3, 1992. Send resume to: KGO-TV Personnel, 900 Front Street, San Francisco, CA 94111. EOE.

**Western Pennsylvania affiliate** needs a general assignment reporter. Minimum of two years experience required with strong reporting, writing and editing capabilities. Minorities encouraged. An equal opportunity employer. Resume and non-returnable tape to Bill Knupp, News Director, WICU-TV, PO Box 860, Erie, PA 16512.

**Producer:** Major weekday newscast will soon need an innovative and motivated TV journalist who's not afraid to take risks in the quest for great TV in a very competitive market. Minimum five years experience, three years as producer. An excellent writer with terrific people skills. Send resume with references, also a dub and critique of recent newscast to Jon Kaplan, Assistant News Director, WCNC-TV (headquarters of the NBC News Channel), 1001 Wood Ridge Center Drive, Charlotte, NC 28217-1901. EOE. M/F.

**Think you're as good as Geraldo, Phil or Oprah?** We want you for a live daily prime time television talk show in USA's 11th largest television market. Send tape/resume to Bill Klaus, TV 29, Box 2170, Akron, OH 44309. EEO.

**Assignment editor:** If you live for life on the desk, come live with us. WHIO-TV needs the best assignment editor in the country. The assignment editor is responsible for generating stories, conceptualizing coverage, managing logistics, and operating the assignment desk for an aggressive newsroom of 50+ people. Applicants should know a lot about show production, because our producers will demand a lot of you. Applicants should have practical experience operating a desk, reporting skills, writing skills, SNG/ENG coordination skills, and exceptional organizational skills. Computer literacy in word processing, data base management, and library searches is required. A college degree in communications or journalism is recommended but not required. EOE. Send nonreturnable tape and resume to Mark Casey, News Director, WHIO-TV, 1414 Wilmington Ave., Dayton, OH 45401. No phone calls.

**Meteorologist** who is a communicator needed for 6 a.m. and 12 noon newscasts. Three years experience preferred. State-of-the-art weather equipment including Triton/Art Paint system. Station located in Great Lakes region. Send tape, resume and salary requirements to WNDU-TV, PO Box 1616, South Bend, IN 46634. No phone calls. EOE.

**Top-50 East Coast affiliate** seeks experienced news producer. Two years experience with strong writing, production, and people skills who has produced daily newscasts. Computerized newsroom/Newstar. Send resume, references and salary history to Box M-36. EOE.

**Producer, news:** Top 20 station searching for creative, assertive, organized producer. Candidate must have 3 years show producing experience, superb writing and teasing skills. Excellent opportunity. Send resume to Box M-39. EOE.



**Anchor:** 100+ affiliate on the South Atlantic coast needs a sharp, experienced anchor. We're looking for a motivated, energetic journalist who can communicate with our viewers. One who can help lead a spirited support team. One who is willing to make a minimum three-year commitment to our community. One who appreciates the South, its people, and its lifestyle. If you've been looking for your place in the sun, send a resume to Box M-38. EOE/MF.

**News director:** Excellent small-market news operation in Western U.S. needs mature, dynamic, independent leader to continue its tradition of dominance in a competitive market. Strong people management, motivation and teaching skills are required. This is not a turn-around situation, but a mature newsroom that needs a strong and caring manager to keep it on course. Send resume, philosophy and references to Box M-37.

**Executive producer:** KETV/Omaha needs strong EP to help us continue our drive for dominance. Only self-starters with major market producing or previous news management need apply. Non-returnable show tape, resume, and statement of news philosophy to Kirk Winkler, News Director, 2665 Douglas, Omaha, NE 68131. No calls. EOE.

**Photographer:** We're an aggressive, mid-size market looking for a news photographer who lives for the lens. Our photographers are some of the best in the country for spot news and live coverage. If you don't like shooting two to three packages a day while tackling two live shots, don't apply. Applicants should have practical experience in shooting and editing videotape, in live truck operation, and in field producing. You must be a team player to work with us. A college degree in communications or journalism is recommended but not required. EOE. Send nonreturnable tape and resume to Mark Casey, News Director, WHIO-TV, 1414 Wilmington Ave., Dayton OH 45401. No phone calls.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Leading Nashville production company** seeks skilled, energetic post-production operations manager. Must have knowledge of editing, graphics and duplication. Leadership and people skills top priority. Contact Mike Arnold, Scene Three, 1813 8th Avenue South, Nashville, TN 37203. 615-385-2820.

**Senior designer** for Miami CBS O & O design department. Need creative, experienced pro to join our team. News, promotion, special programs. Paint system pro (Ampex AVA or other) and knowledge of production required; Infitini! and Mac experience preferred. Send resume and reel to: Ron Laffin, WCIX-TV, 8900 N.W. 18th Terrace, Miami, FL 33172. EOE M/F.

**Program director:** Top fifty Independent TV seeking full-time PD with 5-7 years experience. Hands-on programming experience and familiarity with JP data base computer systems. Located in mid-Atlantic; excellent area, with good living conditions. College degree or equivalent desirable. Submit resume with references and salary requirement to Box M-26. EOE.

**Weather talent** needed four hours per day for nationally syndicated agricultural business program. Prefer polished on-air presentation combining knowledge of weather and agricultural background. Please send resume, non-returnable tape and salary requirements to Golden Dome Productions, Attention: Human Resources Manager, PO Box 1616, South Bend, IN 46634. No phone calls. EOE.

**Chyron:** Top 50 TV market needs electronic graphics operator. Two year minimum experience with Chyron preferable. News and commercial format. Excellent opportunity with ABC affiliate in beautiful North Carolina mountains. Send resume to Glenn York, Production Manager, WLOS TV, 288 Macon Avenue, Asheville, NC 28804. EOE.

**KVII-TV has the following openings:** 1) Immediate opening for director. Experience with newscasts and production required. 2) Immediate opening for Chyron operator. Broadcasting experience preferred. Chyron four, newscasts, production. 3) Immediate opening for control room tech. Broadcasting experience with Beta-cart, satellite feed, studio camera preferred. No tapes or phone calls, please. Send applications or resumes to: Mr. Jackie Smith, KVII-TV, One Broadcast Center, Amarillo, TX 79101. EOE.

**Television producer/director:** Oklahoma State University invites applications for this position which is responsible for all phases of state and national satellite based video teleconference productions. B.A./B.S. degree in related field and three years experience in public or commercial television studio and post production work with two years of ENG/EFP experience required. Live, multi-camera remote production and directing experience is desirable. For a complete job description and application, send resume to: Television Producer/Director Search, Educational Television, Telecommunications Center, Oklahoma State University, Stillwater, OK 74078. OSU is an affirmative action/equal opportunity employer.

**TV Sr. director/producer:** KPLR-TV, St. Louis, seeks experienced senior director/producer to direct commercials, programming and features. Director must demonstrate he/she understands how to direct talent as well as technicians. Fax resume to Jim Wright at 314-454-6445, or phone 314-454-6306. EOE.

**Segment producers:** Experienced. Creative. Need South Florida based freelancers to research, direct field crew, write, supervise edit. Syndicated show/news experience preferred. Tape & resume to: Pam Carter, 2905 N. Fairway Dr., Jupiter, FL 33477. EOE.

**News promotion producer:** WISH-TV, Indianapolis, is searching for a talented writer/producer to concentrate on high production value news promotion. A new off-line edit suite is being installed and someone is needed who expects the most of those expensive bells and whistles. A minimum of three years experience is a must. Send resumes only to WISH-TV Promotion Director, 1950 N. Meridian Street, Indianapolis, IN 46207. EOE.

**KTVN-TV has an immediate opening** for an on-air producer, promotion. Strong writing skills a must. Prefer two years minimum on-air promo production experience. Salary range \$16-19,000. Station has aggressive promotion philosophy; this position is upwardly mobile. Send resume and demo tape to Ruth Whitmore, Advertising & Promotion Manager, KTVN-TV, PO Box 7220, Reno, NV 89510. Tapes will not be returned. No phone calls please. KTVN-TV is an equal opportunity employer.

**Producer/writer/directors,** associate producers and production/creative assistants needed. Hawthorne Communications, Inc., is a fast paced state-of-the-art ad agency with an in-house production facility producing infomercials and spots for Fortune 500 clients. This is an opportunity for growth with one of the country's leading infomercial producers located in a friendly midwestern community. Send resume, VHS reel to Allen Teague, Hawthorne Communications, PO Box 1366E, Fairfield, IA 52556. EOE.

**Director/editor:** If you've got what it takes to direct commercial and promotion edit sessions in a brand new computer editing suite, if you'd jump at the chance to become a part of a highly creative team, then a central Texas affiliate TV station is looking for you. Successful candidates must have at least 2 years experience directing/editing promotions and commercials. Hands-on experience with a Sony 910 editor a plus. Send resumes to Box M-40. EOE.

**Graphic artist:** Wanted to design and produce broadcast and print graphics for news, promotions, and sales for a central Texas affiliate TV station. Must have at least 2 years basic print experience and strong video graphics knowledge especially in paint graphics for news. Ability to work on Macintosh a plus. Send resumes to Box M-40. EOE.

**Program manager:** Strong CBS affiliate in 66th market looking for program manager who will keep station dominant into next century. Station emphasis on strong local identity supported by highly rated news effort and one of best syndicated program packages in country. Will work directly with vice president/news & programming in meeting challenges affiliate stations currently face. Broad experience in programming, operations, and budget preparation required. Computer and videotape editing skills necessary. Must be team player with strong interdepartmental skills and strong background in local production. Good contact with syndication services are a plus. Send resume to Personnel Department, WDBJ Television, Inc., PO Box 7, Roanoke, VA 24022-0007. EOE.

**Promotion producer/director:** Seeking an enthusiastic, cutting-edge producer/director to oversee the production of on-air, sales and event promotions. Creative writing skills are essential. Applicants must have at least 2 years experience in television production or promotion or related field. Experience with television graphics and 3/4 inch editing a plus. Fox station experience also a plus. Send resume and/or tape to: Creative Services Director, Fox 23, KBSI, 806 Enterprise, Cape Girardeau, MO 63701. EOE/MF. No phone calls please.

**News promotion producer:** If you take pride in writing copy that sells, in producing news promotion that grabs your attention, if you thrive on working in a fast paced, creative environment, then a central Texas affiliate TV station is looking for you. Successful candidates will have at least 2 years experience, strong writing skills, and hands-on Beta editing ability. Primary responsibilities will be daily news topicals. Send resume to Box M-40. EOE.

**WRCB-TV, Chattanooga,** has an opening for a director/post-production editor. We're seeking a highly motivated, creative self-starter. 2 years experience directing/shooting/editing commercials, video projects and promotional announcements preferred. Must be able to successfully work with clients, agency producers and in-station staff. Knowledge of GVG 200-2 switcher, GVG VPE 141 editor, Ampex ADO, Sony 1" and Beta VCR's. Dubner CG, Still Store, Turbo Painter and AMX 170 audio board preferred. Submit tape and resume with references and salary requirements to Vinnie Fusco, Operations Manager, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. Tapes will not be returned. No phone calls please. WRCB-TV is an equal opportunity employer.

### SITUATIONS WANTED TECHNICAL

**Experienced chief engineer** looking for small or medium market. Prefer Southeast or New York State. Studio maintenance, live trucks, UHF/VHF, construction experience, supervisory experience, people person. Call Jim 301-881-8017.

### SITUATIONS WANTED NEWS

**Outstanding sportscaster** (also knowledgeable newswoman) looking for a good station in which to work. Call Ed, 216-929-0131.

**Major market meteorologist:** Looking for a change of scenery. AMS/NWA seals, and 10+ years experience. Team player all the way! Reply to Box M-16.

**Outstanding anchor available:** Believable. Organized. Much experience. Good guy too. Box M-28.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Revenue! Income! Legal tender!** Keep it rolling in. Commercial producer seeks position in Chicago area. Call Chris 708-345-1262.

## MISCELLANEOUS

**Broadcast Division** currently recruiting all fields: Management, news, production and traffic. No placement fee. Send resume/tape to: Broadcast Division, 1325 Mt. Hermon Road, 16A, Salisbury, MD 21801. EOE.

**Entry-level opportunities nationwide!** News, sports, production, sales, promotion, public relations. Media Marketing, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

**Tape critique and job search counsel** by Bill Slater, former NBC talent scout. Quick turnaround. Affordable. 601-446-6347.

## ALLIED FIELDS

### HELP WANTED NEWS

**National media associate: Bread for the World**, a nationwide, Christian, anti-hunger advocacy organization is looking for a national media associate to work with columnists, editors and reporters in Washington, DC to increase national media coverage of international hunger and development issues. Five years of media or public relations experience required. Send resume, availability, salary needs and references to: Personnel Director, Bread for the World, 802 Rhode Island Ave., N.E., Washington, DC 20018. Bread for the World is an equal opportunity employer.

### HELP WANTED LEGAL

**Asst general counsel:** Research, legal advice, commercial transactions, litigation. JD degree, admission to FL bar, 0-2 years experience; proficiency with Lexis; some travel. Contact Brenda Medeiros, Palmer Communications, 12800 University Drive, Suite 500, Fort Myers, FL 33907; 813-433-4350. Equal opportunity employer.

### EMPLOYMENT SERVICES

**Government jobs** \$16,040-\$59,230/yr. Now hiring. Call 805-962-8000 Ext. R-7833 for current federal list.

### EDUCATIONAL SERVICES

**On-camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, Eckhart Special Productions.

### WANTED TO BUY EQUIPMENT

**Top dollar** for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

### FOR SALE EQUIPMENT

**AM and FM transmitter**, used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

**AM/FM transmitters:** BE/CCA/Continental/Harris/McMartin/RCA/TTC, 1-50KW, Transcom, 800-441-8454.

**1000' tower.** Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

**Communications site** with 400 ft. guyed tower (standing), concrete blockhouse, land and 3" Heliax. Sealed bids accepted for individual items or total package. Contact Dan Schroeder, KOSU-FM, OSU, Stillwater, OK 74078. 405-744-6352. Bid closes August 17, 1992.

**TV transmission line:** 34 sections Proudlin 6 1/8" transmission line, 19' 9" per section. Includes bullets and 3 elbows. \$12,000. WWAT-TV, 1281 River Rd., Chillicothe, OH 45601. 614-775-3578.

**Klystrons:** Now leasing new & used! Most types available. Pauza Company 615-238-4200.

**Transmitters:** UHF, VHF, most bands. Pauza Company, 615-238-4200.

**Gates One AM**, 2 years old, mint condition, \$15,000. RCA 10 Kilowatt, excellent transmitter, \$10,000. Call Roger at 406-449-4251.

**Lease-purchase option.** Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

**Used/new TV transmitters**, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems, 602-582-6550.

## TELEVISION

### HELP WANTED PROGRAMING, PROMOTION & OTHERS

## Production Specialist

Corporate Video: Editor/Director/Videographer Shoot and edit til your heads clog! Mind-altering corporate environment demands versatile beta-cam shooter who is an ambidextrous fool-for-detail editor. Must work with high-end (ACE/ADO/ABECUS/VISTA/ALEX) posting gear to turn out the best in corporate video. If you can direct multi-camera shoots while those around you turn to jelly...so much the better. No beginners—work starts day one! We are located in a great sun-belt city and offer excellent stability and benefits for the right person. Send us your reel!

Qualified applicants should send a resume to:

USAA  
USAA Building  
San Antonio, Texas 78288-0058  
Attn: Employment &  
Placement/AED

An Equal Opportunity Employer, M/F/H/V.



### HELP WANTED SALES

#### ACCOUNT EXECUTIVE

KGO-TV sales department is seeking an account executive with at least 3 years of major market television sales experience. Applicant must have excellent communication skills, the ability to write sales presentation materials and excellent organizational skills. Four year college degree or equivalency desirable. Working knowledge of PC's with spreadsheet software preferred.

Application deadline August 3, 1992. Send resume to:

KGO-TV PERSONNEL  
900 FRONT STREET  
SAN FRANCISCO, CA 94111  
EOE

### PROGRAMING SERVICES

#### NATIONAL WEATHER NETWORKS PRESENTS

THE NEXT GENERATION IN TV WEATHER SERVICE!!  
THE FIRST... THE AFFORDABLE... NWN WEATHERSOURCE  
YOUR TV MARKET'S LOCAL TV WEATHERCAST CUSTOMIZED AND TAILORED FOR YOUR AD. INCLUDING ON-AIR AMS AIR TALENT DELIVERED VIA SATELLITE. UPDATES AVAILABLE FOR ALL DAY PARTS 7 DAYS PER WEEK FOX, INDEPENDENT AND PUBLIC STATIONS. GET INTO THE BROADCAST TV WEATHER BUSINESS... NWN IS AVAILABLE IN YOUR MARKET ON A CASH OR BARTER BASIS... CALL EDWARD ST. PE TODAY 1-801-352-6673 TODAY

### HELP WANTED PROGRAMING PROMOTION & OTHERS CONTINUED

#### SEGMENT PRODUCER



#### GOOD COMPANY

We need a versatile pro with experience who can produce both Oprah-style "panels" and Regis and Kathie Lee type demonstrations of fashion, makeovers, etc.

The ideal candidate also knows how to produce field packages.

Predecessor moved to Oprah.

Please send letter and resume (no tapes yet, please) to:

Jackie Frey  
KSTP-TV  
Good Company  
3415 University Ave.  
Minneapolis, MN 55414

EOE

### HELP WANTED NEWS

#### TV NEWS REPORTER

KGO-TV San Francisco is seeking an experienced general assignment reporter. Applicant must have a minimum of 5 years television reporting experience, preferably in a major market.

Application deadline August 3, 1992. Send resume and tape to:

KGO-TV PERSONNEL  
900 FRONT STREET  
SAN FRANCISCO, CA 94111  
EOE

# Give.



American Heart  
Association

WE'RE FIGHTING FOR  
YOUR LIFE



## CABLE

### HELP WANTED PROGRAMING PROMOTION & OTHERS



The Travel Channel, now a part of Landmark Communications, Inc., is a growing dynamic cable television programmer.

Now Seeking . . .

**Sr. Producer of On-Air Promotions**  
Ideal candidate will be responsible for the on-air and sales promotion of TTC. Supervise Promotion Producers and work closely with Marketing Department to craft a new look and enhance viewership. A minimum of two years supervisory experience and three years of distinctive on-air producing.

#### Manager of Program Planning and Scheduling

In this highly visible position you will be responsible for program scheduling and planning, working closely with the programming, production, promotion and research departments. Maintain and track program research for current/on-air programming as well as for future program acquisitions. A minimum of five years similar experience along with a strong background in research and a dynamic approach to programming strategy are required.

#### Director of Acquisitions

Responsible for acquiring programming for The Travel Channel which includes research, exploration, evaluation and negotiation for travel-related programming in the marketplace.

#### Senior Producer of Current Programming

In the senior producer position, you will be responsible for supervising creative and content elements on ongoing programming, both in-house and with outside production companies, working in close coordination with the Director of Production. May also be called upon to produce on occasion. A minimum of three years similar experience and five years of producing magazine or documentary programming required.

#### Director of Program Development

This challenging position requires three years of experience in similar role and five years of producing magazine or documentary programming. Responsibilities include piloting new programs, seeking out producers, directors and host talent, seeking co-production opportunities, and fielding outside proposals.

Positions will be located in Atlanta, Georgia.

Send resume and salary history in confidence to:

The Travel Channel  
PO Box 725229  
Atlanta, GA 31139

Attention: Employment Office  
An Equal Opportunity Employer M/F/H/V

### Blind Box Response???

Box Letter-Number  
1705 DeSales St., NW  
Washington, DC 20036

## RADIO

### BUSINESS OPPORTUNITY

#### OPPORTUNITY KNOCKS

Turn failing radio stations into satellites programed from your station making them profitable. Call Dan Rau at Marti for details of **PLAN A**, (817) 645-9163.

#### SITUATIONS WANTED ANNOUNCERS

**ATT: BOB HAMILTON,  
IKE NEWKIRK, OTHERS:**

Bill Wright, Sr., Philadelphia legend (WIBG-WPEN) available for Oldies or Nostalgia air shift.

**215-254-0575 ext. 1070**

#### HELP WANTED PROGRAMING PROMOTION & OTHERS

**Automation/Programmer** — Specialist for exciting new FM. Freelance or staff opportunity. Must be able to design and set up CD automation system and computer-driven operation. Knowledge of traffic, on-air and management skills would be valuable. Live in healthy, beautiful non-metro area; work in immaculate environment. Reply to DP Int'l, PO Box 23, Harrison, NY 10528. EOE.

#### PERSONALITY/TALENT

If you are a personality team player, have had it with liner cards and boring radio, then you're who we want. We have immediate openings for dedicated broadcasters who can do it all. We offer adventure, security, travel benefits, advancement opportunities. We expect professionalism, dedication, and desire to succeed. Females encouraged. T&R/Photo to: **Tony Taylor, Operations Manager, I.C.R.T., #8 Chung Yung 2nd, Rd., Taipei, Taiwan.**

## ALLIED FIELDS

### EMPLOYMENT SERVICES

**JOBPHONE**  
Inside Job Openings, Nationwide

Press 1 Radio jobs, updated daily  
2 Television jobs, updated daily  
3 Hear "Talking Resumes"  
4 To record "Talking Resumes" and employers to record job openings  
5 Entry level positions

**1-900-726-JOBS**  
\$1.99 Per Minute (5827)

#### GOT THE 900 NUMBER BLUES? TRY MEDIALINE

TV's Job Listing Leader Since 1986  
NO OUTLANDISH PHONE CHARGES  
NO STALE, DEAD END LEADS  
JUST LOTS MORE REAL JOBS FOR  
LOTS LESS MONEY

To subscribe call 800-237-8073/California 408-648-5200

  
THE BEST JOBS ARE ON THE LINE  
P.O. Box 51909, Pacific Grove, CA 93950

Radio and Television News Jobs

**1-900-40-RTNDA**

#### RTNDA Job Service



Survey the latest RTNDA job listings for only \$.75 per minute. Listings updated three times a week.

Job openings listed free. Call RTNDA.  
202-659-6510 (Fax 202-223-4007).



Radio-Television News Directors Association  
1000 Connecticut Ave., N.W., Suite 615  
Washington, D.C. 20036

#### HELP WANTED NEWS

## KCBS NEWSRADIO 74

### MAJOR MARKET RADIO

#### • NEWS ANCHOR

#### • NEWS REPORTER

KCBS Newsradio 74, one of the nation's premier radio news operations, is seeking a drive-time news anchor with a solid background in broadcast journalism. We are looking for an excellent writer and interviewer with a bright, engaging style who anchors the all news format with authority and clarity.

KCBS is also seeking a seasoned radio reporter with superb writing, production and live reporting skills. At least five years major market experience is required for both jobs.

To apply, send a tape and resume to Ed Cavagnaro, Director of News and Programming, KCBS Newsradio 74, One Embarcadero Center, San Francisco, CA 94111. No phone calls please.  
Equal Opportunity Employer

**ALL NEWS · ALL DAY · ALL NIGHT**

## EMPLOYMENT SERVICES CONTINUED

### California Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

### HELP WANTED PROGRAMING PROMOTION & OTHERS



**PROMOTIONS  
REPRESENTATIVE**

UNIVERSAL STUDIOS FLORIDA, America's most exciting entertainment attraction, has an immediate opportunity for an experienced promotions and marketing professional. The successful candidate will be responsible for soliciting, securing and executing media-supported promotions with broadcast and retail partners. We seek an individual with 3-5 years appropriate experience in broadcast, attractions or retail promotions.

Please send resume, successes and confidential salary history to: **UNIVERSAL STUDIOS FLORIDA, Human Resources Department, 1000 Universal Studios Plaza, Orlando, FL 32819.**

Proof of identity and eligibility to work in the United States is required. An MCA/Rank Organisation Joint Venture.EOE.

### WANTED TO BUY STATIONS

**FM's WANTED**  
**1-3 M RANGE**  
**PRINCIPAL BUYER:**  
**(407) 654-0002**

### I WANT TO BUY FM

Owner/operator wants to buy FM CP of "turn-around" in California.

*All Inquiries Confidential.*

**FM Radio**

**15466 Los Gatos Blvd., Suite 109-112**  
**Los Gatos, CA 95032**

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Now ... \$65.*



If you're in the broadcasting industry, you'll want to join these and other top professionals from around the country in this important publication.

The Directory is distributed free twice a year to network news executives and news directors -- so you get the recognition you deserve.

Call today for an application or more information.

**1-800-989-NEWS (6397)**

## Broadcast Professionals Directory

*DON FITZPATRICK/NEWS NAMES*

Broadcast Professionals Directory  
2452 Fillmore, Suite #3  
San Francisco, CA 94115

### FOR SALE STATIONS

#### FOR SALE

Excellent AM-FM combo in a solid market in the Midwest. Market leaders, good cash flow. Minimum 60% down to well qualified buyer

**Reply with qualifications to Box M-41.**

#### WEST COAST CLASS C FM

Small Market  
Ideal Owner/Operator  
— \$350,000 —

**REPLY OWNER-BOX M-42**

#### AM/FM COMBO IN SMALL RURAL COMMUNITY IN SOUTH- WESTERN UNITED STATES.

IDEAL "MOM & POP" SITUATION. ASKING \$198,000. 1/2 DOWN. OWNER WILL CARRY BALANCE. PRINCIPALS ONLY. **REPLY TO BOX M-43.**

#### Florence, S.C. Market

Sacrifice 6000 W FM-Absentee Owner  
\$60,000 down Assumable Financing

**The Connelly Company**  
**5401 W. Kennedy, Suite 480**  
**Tampa, FL 33609**

**(813) 287-0906 • (603) 522-6462**

#### MAINE STATE CAPITAL

Midwest based group broadcaster holds CP for new 6KW FM covering Waterville and Augusta, Maine. Station city-grades all of Waterville and about 25% of Augusta. 1Mw/m as far south as Gardner. One county metro, will blanket county. I'll build it and you buy it. **Contact John Bulmer (216) 964-3823.** Price built: \$250,000 with terms. LMA opportunity abounds.

#### NORTH CENTRAL INDIANA

Arbitron rated #1 stand alone 6KW FM with giant signal covering 80,000+ in 1Mw/m contour. Out of state group owner wishes to sell. This station is a winner and is profitable. \$425,000 with terms to qualified buyer. Principals only please. **Reply to Box M-44.**



**FM maximum power. Covers two standard metro areas. Worth \$3,000,000. Owners retiring. Tell amount you could pay down.**  
Reply Box M-45


**Sunbelt Southwest AM-FM Combo**  
Prosperous Lakeside resort community. Powerful, desirable growth area. 1000 watt AM, Class C FM. Solid ratings and cash flow. Valuable real estate included. \$2,000,000.  
Box D-61.

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A Confidential & Personal Service

**SHERWOOD INC.**

4171 Dundee Rd., Suite 269, Northbrook, IL 60062  
708-272-4970



**FOR SALE OR JOINT VENTURE FIRST TIME OFFERED**  
OPPORTUNITY TO OWN TV STATION IN TOP 25 MARKET  
WE WILL BUILD TO SUIT FOR RIGHT BUYER. BOX M-32.

**5000 WATT AM, CLASS A FM COMBO FOR SALE \$650,000 CASH.**  
CONTACT LENNY ELIASON  
614-992-6485 OR PO BOX 71  
MIDDLEPORT, OHIO 45760.  
PRICE IS LESS THAN 2.5 X GROSS.

**SUBURBAN ATLANTA COMBO**  
Positive Cash Flow

**No. FLORIDA COMBO**  
Recently Upgraded C-2

**JACKSON, MISSISSIPPI CP**  
Unbuilt Move-In

**FLORIDA PANHANDLE C-2**  
C-1 Pending

**(407) 295-2572**

**Missouri AM-FM Combo**  
Positive Cash Flow  
\$500,000, Terms. Contact:  
**Bill Lytle**  
**Media Services Group**  
(913) 383-2260

**HOLT BROKERAGE HOLT**

**Arthur Holt**  
**Bernie Fuhrmann**  
Professionalism Since 1967  
215-821-9085

**APPRAISALS**

**WILLIAM R. RICE, RECEIVER**

*IS SELLING*

**KMJC-FM, Davenport, Iowa**  
**KZBB-FM Ft. Smith Arkansas**  
**WTNW-AM/WFFX-FM,**  
**Tuscaloosa, Alabama**

For more information, please contact:

**WILLIAM R. RICE CO.**  
**9102 N. Meridian, Suite 500**  
**Indianapolis, Indiana 46260**  
**(317) 844-7390**

**FINANCIAL SERVICES**

**EQUIPMENT FINANCING**

- NEW OR USED
  - NO FINANCIALS UNDER \$35,000
  - NO DOWN PAYMENT
  - REFINANCE FOR WORKING CAPITAL
- Exchange National Funding**  
**Mark Wilson**  
**(800) 275-0185**

**We'll give you all the credit.**



**FAX: (202) 293-FAST**

We also accept American Express

**OR MAIL TO:**  
**Classified Dept.,**  
**1705 DeSales Street, NW,**  
**Washington, DC 20036.**

**Deadline is Monday at noon Eastern Time for the following Monday's issue.**

**See full details and rates in the Classified Section.**

**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for Mitzi Miller.

**Payable In advance.** Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS. CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.50 per word, \$30 weekly minimum. Situations Wanted: 75¢ per word, \$15 weekly minimum. All other classifications: \$1.50 per word, \$30 weekly minimum.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$130 per inch. Situations Wanted: \$65 per inch. All other classifications: \$130 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials: such materials are returned to sender. Do not use folders, binders or the like.

**Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**For subscription information**  
call 1-800-323-4345.

# Date Book

Highlighted listings indicate major meetings

## JULY

**July 25-28**—Wireless Cable '92, sponsored by *Wireless Cable Association*. Orlando, Fla. Information: (202) 452-7823.

**July 26-29**—*New York State Broadcasters Association* 31st executive conference. Gideon Putnam Resort and Ramada Renaissance Hotel, Saratoga Springs, N.Y. Information: Joe Reilly or Sharon Van Loan, (518) 434-6100.

**July 28-30**—*Florida Cable Television Association* annual convention. Breakers, Palm Beach, Fla. Information: (904) 681-1990.

**July 29-31**—*Michigan Cable Television* annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Information: Colleen McNamara, (517) 482-2622.

## AUGUST

**Aug. 1-3**—*Georgia Association of Broadcasters* 58th annual convention. Jekyll Island Holiday Inn, Jekyll Island, Ga. Information: (404) 395-7200.

**Aug. 5**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jim Ryan, anchor, Good Day New York. Copacabana, New York. Information: (212) 768-7050.

**Aug. 6-8**—*Satellite Broadcasting and Communications Association* summer conference. Baltimore. Information: (703) 549-6990.

**Aug. 7**—Deadline for network entries in the 14th annual National CableACE Awards competition sponsored by *National Academy of Cable Programming*. Information: Howard Marcantel, (202) 775-3611.

**Aug. 9-11**—*Arkansas Broadcasters Association* annual convention. Red Apple Inn, Heber Springs, Ark. Information: (501) 227-7564.

**Aug. 11-14**—*Idaho Cable Television Association* summer convention. Shore Lodge, McCall, Idaho. Information: Shirley Chambers, (208) 345-5660, or Steve Hawley, (208) 377-2491.

**Aug. 12**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Paul Sagan, vice president, news and programing, Time Warner New York City News Channel. Copacabana, New York. Information: (212) 768-7050.

**Aug. 13-16**—*West Virginia Broadcasters Association* 46th annual convention. Greenbrier, White Sulphur Springs, W. Va. Information: Marilyn Fletcher, (304) 344-3798.

**Aug. 17-20**—*Republican National Convention*. Astrodome, Houston. Information: (202) 863-8500.

**Aug. 19**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Sonny Fox, president, Sonny Fox Productions. Copacabana, New York. Information: (212) 768-7050.

**Aug. 23-26**—*Cable Television Administration and Marketing Society* annual national conference. San Francisco. Information: (301) 206-5393.

**Aug. 29**—*Academy of Television Arts and Sciences* 44th annual prime time Emmy Awards non-televized ceremony. Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

**Aug. 30**—*Academy of Television Arts and Sciences* 44th annual prime time Emmy Awards, to be televised on Fox TV. Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

## SEPTEMBER

**Sept. 9-11**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

**Sept. 9-12**—Radio '92 convention, sponsored by *National Association of Broadcasters*. New Orleans Convention Center, New Orleans. Information: (202) 429-5300.

**Sept. 9-12**—*National Association of Telecommunications Officers and Advisors* 12th annual conference. Omni Mandalay at Las Colinas, Irving, Tex. Information: Renee Winsky, (202) 626-3160.

**Sept. 12-14**—*National Association of Broadcasters* 100-plus exchange. New Orleans. Information: Carolyn Wilkins, (202) 429-5366.

**Sept. 17-18**—42nd annual Broadcast Symposium, sponsored by *Broadcast Technology Society of Institute of Electrical and Electronics Engineers*. Hotel Washington, Washington. Information: (703) 591-0110.

**Sept. 17-19**—*Nebraska Broadcasters Association* annual convention. Midtown Holiday Inn, Grand Island, Neb. Information: Richard Palmquist, (402) 333-3034.

**Sept. 22**—*National Academy of Cable Programming* seventh annual fall forum luncheon. New York. Information: Jay Galvin, (202) 775-3611.

**Sept. 23-26**—*Radio-Television News Directors Association* conference and exhibition. Speakers: Katherine Couric, co-anchor, *NBC News Today*, and Lesley Stahl, CBS News correspondent and co-anchor, *60 Minutes*. San Antonio, Tex. Information: (202) 659-6510.

**Sept. 24-25**—*National Association of Minorities in Cable and National Cable Television Association* urban markets seminar. New York. Information: (202) 775-3669.

**Sept. 26-27**—*North Carolina Association of Broadcasters* annual convention. Stouffer Hotel/Benton Convention Center, Winston-Salem, N.C. Information: Kelly Edwards, (919) 821-7300.

## OCTOBER-JANUARY 1993

**Oct. 1-4**—*Women in Communications* national professional conference. Chicago. Information: Laura Rush, (703) 528-4200.

**Oct. 4-6**—*Minnesota Cable Communications Association* annual meeting. St. Paul Hotel, St. Paul. Information: (612) 641-0268.

**Oct. 6-8**—*Mid-America Cable TV Association* 35th annual meeting and show. Hilton Plaza Inn, Kansas City. Information: Patty O'Connor or Rob Marshall, (913) 841-9241.

**Oct. 7-10**—*National Broadcast Association for Community Affairs* annual convention. Loews L'Enfant Plaza Hotel, Washington. Information: Thursa Thomas, (202) 364-2481.

**Oct. 8-10**—*Minnesota Broadcasters Association and Society of Broadcast Engineers* conference. Radisson Hotel, Minnetonka, Minn. Information: Tascha Renken, (612) 926-8123.

**Oct. 10-12**—*Tennessee Association of Broadcasters* annual convention. Radisson Read House, Chattanooga. Information: (615) 399-3791.

**Oct. 12-14**—*Kentucky Cable TV Association* annual convention. Marriott Resort, Lexington, Ky. Information: Randa Wright, (502) 864-5352.

**Oct. 12-16**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

**Oct. 13-14**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: Jan Sharkey, (609) 848-1000.

**Oct. 14-17**—*Society of Broadcast Engineers* annual convention and exhibition. San Jose, Calif. Information: (317) 253-1640.

**Oct. 16-17**—*Missouri Broadcasters Association* fall meeting. Marriott Tan-Tar-A Resort, Lake of the Ozarks, Mo. Information: (314) 636-6692.

**Oct. 27-29**—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Tropicana, Las Vegas. Information: (800) 225-8183.

**Nov. 10-13**—*Society of Motion Picture and Television Engineers* 134th technical conference and equipment exhibit. Metro Toronto Convention Centre, Toronto. Information: (914) 761-1100.

**Nov. 19-22**—*Society of Professional Journalists* national convention. Stouffer Harborplace, Baltimore. Information: (317) 653-3333.

**Dec. 2-4**—Western Cable Show sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim. Information: (510) 428-2225.

**Jan. 14-16**—*Satellite Broadcasting and Communications Association* winter trade show. San Diego. Information: (703) 549-6990.

**Jan. 24-30**—*NATPE International/Association of Independent Television Stations* annual convention. San Francisco Convention Center, San Francisco. Information: (213) 282-8801.



# Open Mike

## HIT CLOSE TO HOME

EDITOR: Your June 15 editorial, "Almost Home," repeats one of the mistaken ideas that the FCC is using to justify its new duopoly policy.

You say: "...finance trouble ...has a direct relationship to public service. Ailing stations have a divided loyalty, with both the public and their debt loads to service."

I believe that you are confusing radio with television. In television (I'm told), public service costs money. It doesn't necessarily cost money in radio. Editorials, other commentaries, free-speech messages, special informational services for

**"The stations whose management is deeply involved in community activities are the stations that do the most effective job of broadcasting public service."**

**Robert S. Kieve**

governmental agencies—these cost nothing.

What they do demand is an understanding of the community that the station serves. In my experience in four different markets, the stations whose management is deeply involved in community activities are the stations that do the most effective job of broadcasting public service.

Because managers of group-owned stations frequently move from market to market and because these managers are generally highly preoccupied with the need for meeting headquarter's demand for higher profits, they are less likely to participate in community activities. And, to the limited extent to which finances play a role in determining a station's public service, they'd be less likely to expend such funds. Indeed, since

## INTERFACE AND HALL OF FAME SET

**O**n Oct. 21, BROADCASTING magazine and the Federal Communications Bar Association will sponsor the annual "Broadcasting/Cable Interface" seminar and "Hall of Fame" dinner and awards ceremony at the Omni Shoreham Hotel in Washington. For more information, contact: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

you bring up the subject of "divided loyalty," wouldn't you agree that it's the divided loyalty of group managers (rather than that of local owner-managers) that plays the significant role in determining a station's service to its community?

Much of the public service claimed by group owners is in the area of large promotions, many of which are effective fundraisers. Those promotions represent valuable public service, and locally owned stations also participate in them. But even more effective public service—and the kind of public service one has the right to expect from radio stations—comes in the form of informing the public...of stimulating access to the airwaves not merely to those pressure groups that demand it, but also to those members of the community who have important messages but haven't considered (until encouraged by a local owner) to use radio as the medium for getting out those messages.

That's the kind of service that's provided by stations whose management is active in the community. And most managers of group-owned stations aren't.

So, if the commission is going to squeeze us local owners, I would ask, at least, that neither the commission nor BROADCASTING magazine repeat too frequently this patently inaccurate statement that group owners do a better job of providing public

service. They don't.—*Robert S. Kieve, president, KLIV(AM)-KARA-FM) San Jose, Calif.*

## FEELS LEFT OUT

EDITOR: Your July 13 special report on network radio omits the largest single radio network in this country: AP Network News.

Although it is commercial-free, AP meets your four-part definition of a network: continuity of programming, contractual agreements with affiliates, the capability of instant feeds to affiliates and a clearance system to determine who airs what.

By restricting your report to include only the five networks measured in the biannual RADAR survey, you overlook a prominent programmer with nearly 1,000 affiliates. More radio stations get their news and information from AP Network News than from any other single network in the business.—*James R. Williams III, vice president and director of AP Broadcast Services, Washington.*

**Editor's note:** As we wrote in our July 13 report, there is no universally accepted definition of a radio network, and BROADCASTING did not offer its own definition. Instead, we chose to focus on the five national, commercial networks rated in the biannual RADAR survey, four of which also make up the Radio Network Association. This choice left out non-commercial networks such as AP Network News, as well as many commercial program suppliers.

## ERRATA

**Enchantment Media**, licensee of KVSF(AM)-KIOT(FM) Santa Fe, N.M. ("Changing Hands," June 29), applied for "negative control" of station as 50% partners with Elliot McDowell; transfer was not sale of station.

Headline in July 20 issue incorrectly identified **Cable Television Laboratories** as one of entities negotiating to buy **digital satellite compression equipment** from AT&T, General Instrument and/or Scientific-Atlanta. CableLabs has guided compression analysis process, but will play no part in purchases or purchase negotiations.

# For the Record

As compiled by BROADCASTING from July 13 through July 17 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

■ **WASG(AM)-WYDH(FM)** Atmore, AL (AM: BAL920701EF; 550 khz; 5 kw-D, 144 w-N; FM: BALH920701EG; 105.9 mhz; 3.7 kw; ant. 446 ft.)—Seeks assignment of license from Alabama Native American Broadcasting Co. to P.C.I. Communications Inc. for \$26,673. **Seller** is headed by Randy D. Gehman, et al., and has no other broadcast interests. **Buyer** is backed by C.I.E. Corp., headed by J. Nathan Martin, and has no other broadcast interests. Filed July 1.

■ **KYET(AM)** Williams, AZ (BTC920702EB; 1180 khz; 10 kw-U)—Seeks transfer of control of Szoelloesi Broadcasting Co. Inc. Crystal A. Szoelloesi is transferring all her stock to her father, Gyula Szoelloesi, for \$10. Principals have no other broadcast interests. Filed July 2.

■ **KNRY(AM)** Monterey, CA (BAL920702EC; 1240 khz; 1 kw-U)—Seeks assignment of license from KNRY Radio to KNRY Inc. for no cash consideration; application is for purpose of converting licensee from individuals to corporation. Principals are David Wagenvoord, Chester McKown and Ronald Harrison. Wagenvoord also has interest in KLA-V(AM) Las Vegas (see below). Filed July 2.

■ **KCSJ(AM)** Pueblo, CO (BAL920708EA; 590 khz; 1 kw-U)—Seeks assignment of license from Sunbrook Communications Corporation to Pueblo Broadcasters Inc. for \$489,148. **Seller** is headed by Larry Roberts, and is also selling KAAR(FM) Medical Lake, WA (see below). **Buyer** is headed by Marc O. Hand, and is permittee of KZKG(FM) Pueblo, CO. Hand also has interests in KBNO(AM) and noncommercial KUVU(FM) both Denver, CO. Filed July 8.

■ **WNLS(AM)-WTNT(FM)** Tallahassee, FL (AM: BAL920702GS; 1270 khz; 5 kw-U; FM: BALH920702GT; 94.9 mhz; 100 kw; ant. 840 ft.)—Seeks assignment of license from Arso Radio Corporation to Park Broadcasting of Florida Inc. for

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

\$2.65 million ("Changing Hands," July 20). **Seller** is headed by Jesus Soto, and is licensee of one AM and two FM's. **Buyer** is headed by Roy H. Park, and owns 11 AM's, 11 FM's, 8 TV's and 140 newspapers. Filed July 2.

■ **WAGW(FM)** Waynesboro, GA (BAPH920702HV; 107.1 mhz; 6 kw; ant. 328 ft.)—Seeks assignment of CP from Clifford Jones to Bible Broadcasting Network Inc. for \$225,000. **Seller** has no other broadcast interests. **Buyer** is headed by Lowell L. Davey, and is licensee of 2 AM's and 26 FM's. Filed July 2.

■ **KBBM(FM)** Winterset, IA (BAPH920630HM; 95.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from AFM Associates to Pro Radio Inc. for \$51,000. **Seller** is headed by Al Ervin, and has interests in two AM's and two FM's. **Buyer** is headed by Terry Rich, and has no other broadcast interests. Filed June 30.

■ **KKRP(FM)** Delhi, LA (BALH920630GO; 93.5 mhz; 3 kw; ant. 320 ft.)—Seeks assignment of license from Delhi Broadcasting Ltd. to KT Enterprises Inc. for \$125,000. **Seller** is headed by Jim Bolton, and has no other broadcast interests. **Buyer** is headed by Kerney Thomas Sr., and has no other broadcast interests. Filed June 30.

■ **KARD(TV)** West Monroe, LA (BALCT920708KE; ch. 14; 5,000 kw-V; 500 kw-A; ant. 2,049 ft.)—Seeks assignment of license from

Woods Communications Group Inc. to Lipps Communications Inc. for \$3.13 million. **Seller** is headed by Charles Woods, and is also licensee of WTVY-FM-TV Dothan and WACV(AM) Montgomery, both Alabama; WTVW(TV) Evansville, IN; KDEB-TV Springfield, MO, and KATP(FM) Amarillo, TX. Woods also owns licensee of KLBK-TV Lubbock, TX. **Buyer** is headed by Rick Lipps, who is vice president of assignor. Filed July 8.

■ **WASA(AM)** Havre de Grace, MD (BAL920701EA; 1330 khz; 5 kw-D, 500 w-N)—Seeks assignment of license from Chesapeake Broadcasting Corporation to KME Broadcasting Corporation for \$150,000. **Seller** is headed by Virginia P. Wetter, and has no other broadcast interests. **Buyer** is headed by Kurt M. Elsasavage, and has no other broadcast interests. Filed July 1.

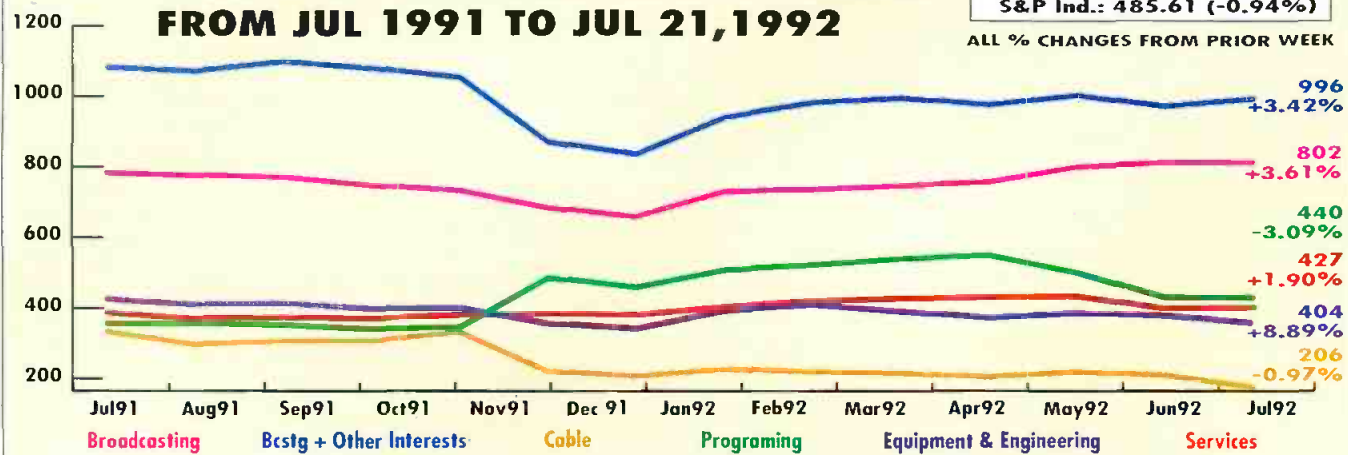
■ **KLOZ(FM)** Eldon, MO (BALH920708GV; 92.7 mhz; 50 kw; ant. 590 ft.)—Seeks assignment of license from CTC Communications Inc. to Capital Media Inc. for assumption of liabilities. **Seller** is headed by James P. Davis, and has no other broadcast interests. **Buyer** is headed by Dennis M. McDaniel, and has no other broadcast interests. Filed July 8.

■ **KIMB(AM)** Kimball, NE (BAL920706EB; 1260 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Western Management Corporation to David S. Young for \$50,000. **Seller** is headed by Joel H. Wrens, and has no other broadcast interests. **Buyer** is general manager of KSID-AM-FM Sidney, NE. Action July 6.

■ **KLAV(AM)** Las Vegas (BTC920702EA; 1230 khz; 1 kw-U)—Seeks transfer of control from Wagenvoord Advertising Group Inc. to Lola Wagenvoord; David Wagenvoord is transferring 50% of his interest, pursuant to divorce decree, to his ex-wife as part of property settlement. Licensee also owns KNRY(AM) Monterey, CA (see above). Filed July 2.

■ **WCNT(AM)** Charlotte, NC (BAL920709EB; 1480 khz; 5 kw-U)—Seeks assignment of license from Broadcast Equities Inc. to Christ Covenant Presbyterian Church for \$10, assignment is intended as contribution-deduction for benefit of assignor. **Seller** is headed by M.G. Robertson, and is also licensee of WNTR(AM) Silver Spring, MD. Assignor is subsidiary of Christian Broadcasting Network Inc., parent of licensee of KNTL(FM) Bethany, OK. **Buyer** is headed by Jim Sutton, and has no other broadcast interests. Filed July 9.

## STOCK MARKET PERFORMANCE AVERAGES FROM JUL 1991 TO JUL 21, 1992





■ **WVTV(FM) Grifton, NC** (BALH920702GL; 99.5 mhz; 16.5 kw; ant. 830 ft.)—Seeks assignment of license from Grifton Radio Inc. to Taylor Communications Corp. for \$1.4 million ("Changing Hands," July 20). **Seller** is headed by L.E. Willis Sr., one of largest minority broadcasters in country; he owns 13 AM's and 13 FM's. **Seller** is headed by Edward L. Taylor III, and has no other broadcast interests. Filed July 2.

■ **WJTP(AM) Newland, NC** (BAL920701EB; 1130 khz; 1 kw-D) —Seeks assignment of license of J.T. Parker Broadcasting Corporation for \$100,000; application is filed in order to reflect dissolution of corporation. Licensee will convert from North Carolina corporation to Tennessee corporation. Assignor is headed by J.T. Parker, et al. Assignee will be headed solely by Parker. Assignment includes WLRV(AM) Lebanon, VA (see below). Filed July 1.

■ **WCLY(AM) Raleigh, NC** (BAL920701EE; 1550 khz; 1 kw-D, 7 w-N) —Seeks assignment of license from RFB Radio of Raleigh Inc. to Antelope Broadcasting Inc. for \$270,000; assignment represents internal reorganization of company from Robert F. Bell as individual to corporation. Assignee is headed by Bell, and is licensee of WPJM(AM) Greer, SC. Bell also has interests in WLLV(AM) Louisville, KY. Filed July 1.

■ **WMFD(AM) Wilmington, NC** (BAL920703EB; 630 khz) —Seeks assignment of license from Wilmington Radio Co. to Specialized Communications Inc. for \$106,000. **Seller** is headed by Donald R. Watson, and is also licensee of WMNX(AM) Wilmington, NC. **Buyer** is headed by Morris E. Knight, and has no other broadcast interests. Filed July 3.

■ **KLXX(AM)-KBYZ(FM) Bismarck-Mandan, ND** (AM: BAL920708EB; 1270 khz; 1 kw-D, 250 w-N; FM: BAL920708EC; 96.5 mhz; 100 kw; ant. 1,000 ft.) —Seeks assignment of license from Capital City Communications Inc. to Missouri River Broadcasting Inc. for \$395,000. **Seller** is headed by James Lakoduk, and has no other broadcast interests. **Buyer** is headed by James D. Ingstad, and has interests in six AM's and seven FM's. Filed July 8.

■ **WNBE(FM) Alamo, TN** (BAPLH920630HH; 93.1 mhz; 25 kw; ant. 328 ft.) —Seeks assignment of CP from Charles C. Allen to Good News Network Inc. for \$471,057. **Seller** has no other broadcast interests. **Buyer** is headed by John Latham, and has interests in WFWL(AM)-WFRB(FM) Camden, WGNN(FM) Dresden and WIST(FM) Lobelville, all Tennessee. Filed June 30.

■ **KCHX(FM) Midland, TX** (BALH920701HT; 106.7 mhz; 100 kw; ant. 613 ft.) —Seeks assignment of license from Kelsey Broadcasting Corp. to Sonance Midland L.C. for \$700,000. **Seller** is headed by Jon C. Peterson, who has interests in WWGS(AM)-WCUP(FM) Tifton, GA. **Buyer** is headed by brothers William R., Thomas O. and R. Steven Hicks. Thomas and William Hicks have interests in WTAW(AM)-KTSR(FM) College Station and KLVJ(AM)-KYKR-FM Beaumont-Port Arthur, both Texas. William Hicks also has interests in KULF(FM) Brenham, TX. Steven Hicks owns Capstar Inc., which owns WJDS(AM)-WMSI(FM) Jackson, MS; WSSL-AM-FM Greenville-Spartanburg, SC, and WSIX-FM Nashville; Capstar was recently merged into CF Media (see BROADCASTING, March 23). Filed July 1.

■ **WLRV(AM) Lebanon, VA** (BAL920701ED; 1380 khz; 1 kw-D, 63 w-D) —Seeks assignment of license of J.T. Parker Broadcasting Corporation (see WJTP(AM) Newland, NC, above). Filed July 1.

■ **KAAR(FM) Medical Lake, WA** (BALH920701GK; 95.3 mhz; 1.3 kw; ant. 495 ft.) —Seeks assignment of license from Sunbrook Communications II Ltd. to The Word in Music Inc. for \$300,000 and CP for KTSI(FM) Spokane, WA (see below). **Seller** is headed by Larry Roberts, and is also selling KCSJ(AM) Pueblo, CO (see above). **Buyer** is headed by Mark Pluimer, and is licensee of KSLT(FM) Spearfish, SD; KLTE(FM) Kirksville, MO, and permittee of KBIQ(FM) Fountain, CO. Filed July 1.

■ **KTSI(FM) Spokane, WA** (BAPH920701GP; 104.7 mhz; 3 kw; ant. 94 m.) —Seeks assignment of CP from The Word in Music Inc. to Sunbrook Communications Corporation (see KAAR(FM) Medical

Lake, WA, above). Filed July 1.

■ **WMSN-TV Madison, WI** (BTCCT920706KF; ch. 47; 1,000 kw-V; 100 kw-A; ant. 1,006 ft.) —Seeks transfer of control of Channel 47 Ltd. to Madison GP Inc.; transfer will replace James Arnold as interim sole general partner with Madison GP. **Seller** is headed by Arnold, receiver, and has no other broadcast interests. **Buyer** is headed by Ronald J. Koeppler, and has no other broadcast interests. Filed July 6.

#### Actions

■ **WDJR(FM) Enterprise, AL** (BALH920526GL; 96.9 mhz; 100 kw; ant. 1,515 ft.) —Granted assignment of license from Northcom Ltd. to Gulf South Communications Inc. for \$700,000 ("Changing Hands," June 8). **Seller** is headed by Jerry W. Oakley, and is licensee of WLHQ(AM) Enterprise, AL. Oakley also has interests in WIRC(AM)-WXRC(FM) Hickory, NC. **Buyer** is headed by Clay E. Holladay, and has no other broadcast interests. Action July 9.

■ **KIXA(FM) Baker, CA** (BAPH920519HT; 101.5 mhz) —Granted assignment of CP from Baker Broadcasting Co. to Turquoise Broadcasting Inc. for \$40,000. **Seller** is headed by general partner Joel T. Saxberg, who also has 17.5% interest in licensee of KWRP(FM) San Jacinto, CA. **Buyer** is headed by Thomas P. Gammon, who is shareholder of licensees of KTRR(FM) Loveland, CO; KZXY-AM-FM Apple Valley and KKIS-AM-FM Pittsburg-Walnut Creek, both California; KIZS(FM) Carson City, NV; WHMA-AM-FM Anniston, AL, and WBEX(AM)-WKKJ(FM) Chillicothe, OH. Action July 8.

■ **KEZL(FM) Fowler, CA** (BAPLH911209HX; 96.7 mhz; 25 kw; ant. 300 ft.) —Granted assignment of CP from Bilmar Communications Inc. to Americom II for \$1 million. **Seller** is headed by William Donahue, Edward Atsinger III, who has 60.78% interest in licensee, has 37.4% interest in KFAX(AM) San Francisco and KKKX-FM Delano, CA, and 50% interest in both KEZL(FM) Fowler and KKLA(FM) Los Angeles, both California. Atsinger and Stuart Epperson are each 50% owners of Salem Communications Corp., licensee of KPDQ-AM-FM Portland, OR; KGNW(AM) Seattle-Burien, WA; KLFE(AM) San Bernardino, KGER(AM) Long Beach, KAVC(FM) Rosamond, KDAR(FM) Oxnard and KPRZ(AM) San Marcos, all California; WEZE(AM) Boston; WRFD(AM) Columbus-Worthington, OH; WMCA(AM) New York, WKPA(AM)-WEZE(FM) New Kensington-Pittsburgh, PA; WYLL(FM) Des Plaines, IL, and recently purchased KGEO(AM)-KGFM(FM) Bakersfield, CA, under subsidiary Grapevine Radio Inc. Salem Communications' purchase of WAVA-FM Arlington (Washington), VA, was recently approved. **Buyer** is headed by general partners A. Thomas Quinn, Paul Almond, Richard Nagler and Americom II (99.99% ownership). Americom II is licensee of KEYQ(AM) Fresno and KEYX(AM)-KFOS(FM) Visalia, both California. Americom Ltd. is licensee of KHTZ(AM)-KODS(FM) Truckee-Carnelian Bay (Reno), CA. Action July 2.

■ **KRRU(AM) Pueblo, CO** (BAL920508EA; 1480 khz; 1 kw-D) —Granted assignment of license from Yonker and Turner Broadcasting Inc. to Joyce Erway for \$183,000. **Seller** is headed by Donald J. Banner, receiver, and has no other broadcast interests. **Buyer** is licensee of KKSBB(AM) Santa Barbara, CA. Action July 7.

■ **WEXY(AM) Wilton Manors, FL, and WKQB(FM) North Charleston, SC** (WEXY: BTC891012EC; 1520 khz; 1 kw-D, 250 w-N; WKQB-FM: BALH891012HU; 107.5 mhz; 100 kw; ant.: 500 ft.) —Granted assignment of license from Trident Communications Corp. to QNP Corp. for \$2.45 million. **Seller** is headed by Juno Beattie, trustee, and has no other broadcast interests. **Buyer** is headed by Carl C. Nourse, and has interest in WBBY(FM) Westerville, OH. Action June 30.

■ **KRIT(FM) Clarion, IA** (BALH920504HD; 96.9 mhz; 100 kw; ant. 578 ft.) —Granted assignment of license from Linder Broadcasting of Fort Dodge Inc. to Radio Iowa Broadcasting Inc. for \$785,000. **Seller** is headed by Donald Linder. Linder has 92.34%

interest in Minnesota Valley Broadcasting Co., licensee of KTOE(AM)-KDOG(FM) Mankato, MN. Minnesota Valley Broadcasting owns licensee of KMHL(AM)-KKCK(FM) Marshall, MN, and is 49% shareholder of permittee of KQXA(FM) Le Sueur, MN. Linder also has 55% interest in licensee of KKSJ(AM) Eddyville, IA. **Buyer** is headed by James D. Ingstad, who owns licensees of KNUJ(AM)-KXLP(FM) New Ulm, KRFO-AM-FM Owatonna and KWAD(AM)-KKWS(FM) Wadena, all Minnesota; KWBG-AM-FM Boone, IA, and KOVC-AM-FM Valley City, ND. He is also permittee of KLPR(FM) Springfield and is applicant for new FM at Sleepy Eye, both Minnesota. Action July 2.

■ **KEDD(AM) Dodge City, KS** (BAL920526EC; 1550 khz; 1 kw-D) —Granted assignment of license from Seward County Broadcasting Co. Inc. to Dodge City Community College for \$11,400. **Seller** is headed by John C. Landon, and is also licensee of KSCB-AM-FM Liberal, KS. **Buyer** is headed by Floris J. Hampton, and is licensee of noncommercial KINF-FM Dodge City, KS. Action June 7.

■ **WARB(AM) Covington, LA** (BAL920512ED; 250 w-D, 25 w-N) —Granted assignment of license from WARB Inc. to America First Communications Inc. for \$200,000, assumption of debt. **Seller** is headed by A.R. Blossman III, and has no other broadcast interests. **Buyer** is headed by Herman J. Lombas, and has no other broadcast interests. Action July 7.

■ **KTCJ(AM)-KTCZ-FM Minneapolis** (BAPL920515EF; 690 khz; 500 w-D; FM: 97.1 mhz; 100 kw; ant. 1,033 ft.) —Granted application of assignment of CP (KTCJ) and license (KTCZ-FM) from Parker Communications-Sacramento Inc. to National Radio Partners Ltd. for \$12.75 million. Sale includes KAHJ(AM)-KHYL(FM) Auburn (Sacramento), CA. **Seller** is represented by Elliot B. Evers, receiver. Parker Communications is also licensee of KXTZ(FM) Henderson, NV. **Buyer** is headed by Arthur H. Kern and Alan S. Beck, and is licensee of two AM's and two FM's. Kern has interests in two AM's and three FM's. Action July 7.

■ **WYHE(FM) Hillman, MI** (BAPH920320GX; 94.9 mhz; 50 kw; ant. 150 ft.) —Granted assignment of CP from Mark A. Kilmer to Carroll Enterprises Inc. for forgiveness of \$200,000 loan from assignee John J. Carroll. **Seller** has no other broadcast interests. **Buyer**, Carroll, is 33.6% stockholder of licensee of WIOS(AM)-WKJC(FM) Tawas City, MI. Carroll is filing concurrent application to divest control of WTFC(FM) Carrollton, MI, to reduce his stock ownership to 33.33% ("For the Record," April 6.) Action June 29.

■ **KZIA(TV) Las Cruces, NM** (El Paso, TX) (BALCT920406KJ; ch. 48; 79.4 kw-V; 7.9 kw-A; ant. 113 ft.) —Dismissed app. of assignment of license from Southwestern Broadcasting Co. Inc. to Two If By Sea Broadcasting Corp. for \$900,000. **Seller** is headed by Robert Munoz, and has no other broadcast interests. **Buyer** is headed by Michael L. Parker, who, with secretary Linda L. Hendrickson, has interests in licensee of WHRC(TV) Norwell, Mass. Action July 7.

■ **KRAF(AM)-KXKY(FM) Holdenville, OK** (AM: BAL920424EB; 1370 khz; 500 w-D, 77 w-N; FM: BAPH920424EC; 106.5 mhz; 3 kw; ant. 328 ft.) —Granted assignment of license [KRAF] and CP [KXKY] from Creech, Livingston and Hill Co. to Hughes County Broadcasting for \$165,000. **Seller** is headed by Jeremiah T. Creech, and has no other broadcast interests. **Buyer** is headed by George L. Chambers, who has interests in KHJM(FM) Taft, OK; KGBM-FM Randsburg, CA, and KWQA(AM) Hawley, TX. Action June 4.

■ **KNOR(AM) Norman, OK** (BAL920527EA; 1400 khz; 1 kw-U) —Granted assignment of license from Norman Broadcasting Inc. to Voice of Norman Inc. for \$190,000. **Seller** is headed by Harold McEwen, and has no other broadcast interests. **Buyer** is headed by Clarence E. Warner, and has no other broadcast interests. Action July 8.

■ **WVVO(AM)-WDXZ(FM) Dorchester Terrace-Mt. Pleasant, SC** (AM: BAL920330GL; 910 khz; 500 w-U; FM: 104.5 mhz; 28 kw; ant. 656 ft.) —Granted assignment of license from Suncoast Communications Inc. to Equico Capital Corp. for approximately \$2.5 million. Equico simultaneously received ap-

proval of sale of station to Dixie Communications (see "For the Record," July 20). **Seller** is headed by James Corbin, and owns CP for new station WYBJ(FM) Greenville, MS. **Buyer** is headed by Duane E. Hill, and has no other broadcast interests. Action June 19.

■ **WBBX(AM) Kingston, TN** (BAL920520EB; 1410 khz; 500 w-D)—Granted assignment of license from Hometown Broadcasting Corp. to Pilgrim Pathway Inc. for \$35,000. **Seller** is headed by William R. Tullock Jr., and has no other broadcast interests. **Buyer** is headed by Grant Carter, and has no other broadcast interests. Action June 30.

■ **WBFL(FM) Bellows Falls, VT** (BALH920527GX; 107.1 mhz; 1 kw; ant. 530 ft.)—Granted assignment of license from Bradley Broadcasting Inc. to WBFL Inc. for \$240,000, assumption of debt. **Seller** is headed by Bradley Weeks, and has no other broadcast interests. **Buyer** is headed by Edward H. Herlihy, and has no other broadcast interests. Action July 9.

## NEW STATIONS

### Applications

■ **Lake George, NY** (BPH920707MD)—William H. Walker III seeks 98.5 mhz; 6 kw; ant. -118 m. Address: 8280 Greensboro Drive, 7th Floor, McLean, VA 22102. Applicant has no other broadcast interests. Filed July 7.

### Actions

■ **Philadelphia** (BPH910701MF)—Dismissed app.

of Pennsylvania Broadcasters for 102.1 mhz; 40 kw; ant. 150 m. Address: 6255 Sunset Blvd. #1901, Los Angeles, CA 90028. Applicant is headed by general partners A. Thomas Quinn, Richard Nagler, Amy L. Quinn and Judy Nagler. Thomas Quinn has interests in one AM and two FM's. Action July 10.

■ **Pittsburgh** (BPH910701ME)—Dismissed app. of Pennsylvania Broadcasters for 93.7 mhz; 23.1 kw; ant. 220 m. (see above). Action July 10.

## FACILITIES CHANGES

### Applications

■ **Bay Minette, AL** WFMI(FM) 106.5 mhz—June 29 application of Baldwin Broadcasting Co. for CP to make changes; change ERP: 9.41 kw (H&V); ant.: 162 m.; TL: Baldwin County, AL, approximately 6 km southwest of Stapleton; former antenna tower of WKRG-TV; change class to C3 (per MM docket #91-246).

■ **Clovis, CA** KSDI(TV) ch. 43—July 6 application of San Joaquin TV Improvement Corp. for MP (BPCT-820510KI) to change TL: Bear Mountain, approx. 2 km northwest of Squaw Valley (Fresno), CA (36-44-45 119-16-57).

■ **Shreveport, LA** KWLB(TV) ch. 45—June 23 application of Word of Life Ministries Inc. for MP (BPCT-861029KY) to change ERP (vis): 1670 kw; ant.: 159 m.; TL: Rt. 173, 1.6 km NE from intersection of routes 1 and 173, Blanchard, La Caddo Parish (32-38-17 - 93-52-45); antenna: Andrew ALP24L3-HSM-45M (DA)(BT).

■ **Lebanon, MO** KTTK(FM) 89.9 mhz—July 6 application of Lebanon Educational B/C Foundation for mod. of CP (BPED-831128AE) to make changes; change TL: southwest part of Lebanon (town. 34-N, range 16 west, Laclede County).

■ **Potosi, MO** KHCR(FM) 97.7 mhz—June 23 application of Prime Time Radio for mod. of CP (BPH-891222MF) to make changes, ERP: 8.531 kw H&V, ant.: 168 m., TL: 2 mi., bearing 45 degrees from Potosi on Highway 21, Washington County, from class A to C3.

■ **Las Vegas** KENO(AM) 1460 khz—June 18 application of Lotus Broadcasting Corp. for CP to increase daytime power to 30 kw; change TL to west of Highland Drive and .6 km south of Cheyenne near center of section 16, township 20 south of range 61 east, North Las Vegas, and make changes in antenna system: 36 12 44 - 115 09 43.

■ **Santa Fe, NM** KSWV(AM) 810 khz—June 19 application of La Voz Broadcasting Co. Inc. for CP to change TL within triangle formed by Arroyo de las Trampas, Buckman Rd. and existing rd. NW within city limits, Santa Fe, and make changes in antenna system 35 42 05 - 105 57 58.

■ **Concord, NC** WUNG-TV ch. 58—June 17 application of University of North Carolina for MP (BPET-890317KG) to change ant.: 422 m.; antenna: Andrew AGW28HS5-ET01-5B (ST).

■ **North Bend, OR** 94.9 mhz—June 15 application of Koos Bay Broadcasting Corp. for CP to make changes; change ERP: 37 kw (V); ant.: 209.7 m.

■ **San Juan, PR** WSJU(TV) ch. 18—July 2 application of International BCasting Corporation for MP (BPCT-910920KQ) to change ERP (vis): 450 kw ant.: 38 m.; TL: Darlington Building, Rio Piedras, PR (18-24-10 66-03-21); antenna: SWR SBC-14/7 (DA)(BT).

■ **Greenwood, SC** WMTY-FM 103.5 mhz—June 18 application of United Community Enterprises Inc. for CP to make changes; ERP: 25 kw H&V and to change class: C3 (per docket #89-404).

■ **Madisonville, TN** WYGO(FM) 99.5 mhz—July 2 application of Major Broadcasting Corporation for mod. of CP (BPH-900518MT) to make changes, ERP: 2 kw H&V, ant.: 148.8 m. and TL: approx. 1.1 km WSW of Roy Knob.

■ **Atlanta, TX** KPYN(FM) 99.3 mhz—June 1 application of Ark-La-Tex Broadcasting Company for CP to make changes, ERP: 50 kw H&V, ant.: 144 m., TL: 8 km northwest of Bloomburg, Cass County, TX, county road 3780; freq.: from 99.3 mhz to 100.1 mhz, and change class: C2 (per docket #84-231).

■ **Denton, TX** KNTU(FM) 88.1 mhz—Jan. 7 application of University of North Texas for mod. of license (BLED-880222KD) to change main facility.

■ **Port Isabel, TX** KVPA(FM) 101.1 mhz—July 7 application of Matthew C. Trub for mod. of CP (BPH-851216NE) to make changes; change ERP: 1.95 kw (H&V); ant.: 111 m.; TL: 1.4 km west of Loma de Los Ebanitos, Cameron County, TX.

■ **Seattle** KING-FM 98.1 mhz—July 7 application of Classic Radio Inc. for mod. of CP (BPH-861104IE) to make changes; change ERP: 56.9 kw (H&V); ant.: 714 m.; TL: West Tiger Mountain, 3.3 km south of High Point, Washington.

■ **Yakima, WA** KRSE(FM) 105.7 mhz—May 14 application of Yakima Broadcasting Co. for CP to make changes: ant.: 178 m.

■ **Romney, WV** WJGF(FM) 89.7 mhz—June 9 application of West Va. Schs. for Deaf and Blind for CP to make change: frequency changed from 89.7 mhz to 88.1 mhz.

■ **Algoma, WI** WBDK(FM) 96.5 mhz—June 24 application of Nicolet Broadcasting Inc. for CP to make changes, ant.: 86.3 m., ERP: 25 kw H&V, frequency from 96.5 mhz to 96.7 mhz; change class: from class A to class C3, and to correct coordinates to 44 38 52 - 87 33 54 (per docket #89-282).

### Actions

■ **Fort Rucker, AL** WXUS(FM) 100.5 mhz—Granted app. of Skyway Broadcasting Ltd. (BPH-

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

Service	ON AIR	CP's*	TOTAL*
Commercial AM	4,971	183	5,154
Commercial FM	4,683	950	5,633
Educational FM	1,548	296	1,844
<b>Total Radio</b>	<b>11,212</b>	<b>1,429</b>	<b>12,641</b>
Commercial VHF TV	557	13	570
Commercial UHF TV	581	165	746
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
<b>Total TV</b>	<b>1,497</b>	<b>193</b>	<b>1,690</b>
VHF LPTV	463	138	601
UHF LPTV	804	829	1,633
<b>Total LPTV</b>	<b>1,277</b>	<b>967</b>	<b>2,244</b>
FM translators	1,901	383	2,284
VHF translators	2,509	72	2,581
UHF translators	2,394	373	2,767

### CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.

† Construction permit. ‡ Instructional TV fixed service. § Studio-transmitter link.

Source: Nielsen, NCTA and Broadcasting's own research.



920218IE) for CP to make changes: ERP: 2.8 kw (H&V); ant.: 145 m. Action July 10.

■ **Seward, AK KHUA(FM)** 88.1 mhz—Forfeited and canceled CP of Puffin Public Broadcasting Inc. (BPED-880226MW); ERP: .049 kw (H); ant.: 452 m. (H) 60 06 12 - 149 26 12; callsign deleted. Action June 12.

■ **Jonesboro, AR KASU(FM)** 91.9 mhz—Granted app. of Arkansas State University (BPED-920325IF) for CP to make changes: ant.: 281 m., TL: 2.6 km ESE of Bond, AR, specify directional antenna. Action June 23.

■ **Texarkana, AR KTOY(FM)** 104.7 mhz—Granted app. of JO-AL Broadcasting Inc. (BMPH-920423IC) for mod. of CP (BPH-880616MP) to make changes; change ERP: 3 kw (H&V); TL: 1.15 mi. east of Leary, Bowie County, TX. Action June 16.

■ **Burbank, CA KRCK(AM)** 1500 khz—Granted app. of Royce International Broadcasting Co. (BMP-900405DB) for MP (BP20111) to make changes in antenna system. Action June 22.

■ **Davis, CA KQBR(FM)** 104.3 mhz—Granted app. of KYLO Radio Inc. (BMPH-920310IB) for mod. of CP (BPH-910729IB) to make changes: change ERP: 2.96 kw (H&V); ant.: 141 m.; 38 39 26 - 121 43 12; TL: 4.3 km SE of Central Woodland, CA, at 106 ft. true correct site coordinates: 38 39 26 - 121 43 12. Action July 10.

■ **Eureka, CA KTCB(AM)** 1200 khz—Granted app. of Sundance Radio Corp. (BMP-900315AA) for MP (BP830502AM) to change city of license to Cottonwood, CA, increase night power to 2.5 kw, make change in antenna system and change TL to Mantion Road, 19 km east of Cottonwood. 40 24 03 - 122 03 09. Action June 16.

■ **Fremont, CA KOHL(FM)** 89.3 mhz—Granted app. of Fremont-Newark Community Coll. Dist. (BPED-910205MC); for CP to make changes: ERP: .145 kw (H&V), ant.: 124 m. TL: 670 m. bearing 50 degrees true from existing antenna site. Action June 18.

■ **Green Acres, CA KAXL(FM)** 89.1 mhz—Granted app. of Greenacres Educ. Broadcasting Found. (BMPED-920110MB) for MP (BPED-851104MB) to change ERP: 21.14 kw (H&V); ant.: 100 m.; TL: 10.7 km SE of Shafter, CA, at 157 degrees true, change to class B1. Action June 17.

■ **Oxnard, CA KADY-TV** ch. 63—Granted app. of Riklis Broadcasting Corp. (BPCT-880711KG) for CP to change antenna: BOGNERBUH28N. Action June 16.

■ **Soquel, CA KOQ(AM)** 1200 khz—Returned app. of SOQUEL BROADCASTING Co. (BP-890818AC) for MP (BP830502AI) to increase power to 11.5 kw50 kw; change TL TO: 1321 Old Stage Rd, Salinas, CA, and make changes in antenna system 36 39 38 - 121 32 29. Action June 22.

■ **Washington WUST(AM)** 1120 khz—Granted app. of District Group Comm. Inc., debtor-in-possession (BP-880901AF) for CP to increase power to 20 kw day (3.0 kw-CH). Action June 22.

■ **Fort Myers, FL WCRM(AM)** 1350 khz—Granted app. of Manna Christian Missions Inc. (BP-900405BS) for CP to increase day power to 5 kw. Action June 23.

■ **Jacksonville, FL WPDQ(AM)** 690 khz—Dismissed app. of Genesis Commun. of Jacksonville Inc. (BP-900405DD) for CP to change day TL: site of WQBR and Rt. 10, Jacksonville. 30 19 29 - 81 25 48. Action June 11.

■ **Key Largo, FL WZMQ(FM)** 103.9 mhz—Granted app. of Spanish Broadcasting System of FL (BMPH-920520IC) for mod. of CP (BPH-910725IE) to make changes: ERP: 50 kw (H&V) ant.: 73 m., TL: U.S. Hwy 1, Mile Marker 99.6, Rock Harbor, FL. Action June 10.

■ **Atlanta WATC(TV)** ch. 57—Granted app. of Acorn T.V. in Act. for Communities (BMPET-911129KE) for mod. of CP (BPET-851018KF) to change ERP (vis): 398 kw; ant.: 129 m.; TL: 740 Bismark Road N.E., Atlanta; antenna: DielectricTFU33J(BT) 33-48-40 - 84-21-51. Action June 16.

■ **Byron, GA WPWB(FM)** 90.5 mhz—Granted app.

of Augusta Radio Fellowship Inst. Inc. (BMPED-910311IE) for CP to change TL: Bullard Road, 2.21 km west southwest of intersection of state routes 96 & 19, Twiggs County, GA. Action July 2.

■ **Lumpkin, GA WYAZ(FM)** 99.3 mhz—Dismissed app. of Radio Lumpkin Inc. (BMPH-920220IF) for mod. of CP (BPH-891214MI) to make changes: TL: Rules Cnty, AL, 3.7 km NW of Cottonton, AL, off of Alabama Cnty Rd #4. Action June 12.

■ **Quincy, IL WWQC(FM)** 90.3 mhz—Granted app. of Quincy College Corporation (BMPED-910627MC) for mod. of CP (BPED-890106MA) to change ERP: 100 kw H&V; ant. 127 m.; TL: Quincy College North Campus, 18th and Seminary Road, Quincy; class B1. Action July 6.

■ **Bloomington, IN WTIU(TV)** ch. 30—Granted app. of trustees of Indiana Univ. (BPET-920303KE) for CP to change ERP (vis): 832-0 kw; ant.: 216 m.; TL: 2897 South Sare Road, Bloomington; antenna: Andrew AGW17H4-HT01-30(BT) 39-08-3286-29-43. Action June 23.

■ **Wichita, KS KWCV(TV)** ch. 33—Returned app. of Wichita Communications (BMPCT-920320KH) for MP (BPCT-870331PZ) to change ERP (vis): 74.720 kw; ant.: 140 m.; TL: 7065 South Ida, Wichita (37-33-58 - 97-19-28); antenna: Andrew ALP32M3-HSN-33, (DA)(ST). Action April 30.

■ **Campbellsville, KY WCKQ(FM)** 103.9 mhz—Dismissed app. of Heartland Communications Inc. (BMLH-900719KA) for mod. of license to increase ERP: 3.3 kw H&V (per docket #88-375). Action June 18.

■ **Louisville, KY WAMZ(FM)** 97.5 mhz—Granted app. of Clear Channel Communications Inc. (BPH-910618IF) for CP to change ant.: 198 m.; TL: approx. .4 km east of intersection of Holsclaw Hill Road and Brooks Hill Road, Bullitt County, KY. Application granted rescinded 5-15-92. Action July 9.

■ **Louisville, KY WTFX(FM)** 100.5 mhz—Granted app. of Louisville Broadcasters Ltd. for mod. of CP (BPH-880126NZ as mod.) to make changes: ERP: 30.9 kw (H&V), ant.: 190 m. Action July 9.

■ **Grayling, MI WQON(FM)** 100.3 mhz—Granted app. of WSJ-WQON Inc. (BMPH-920513IH) for mod. of CP (BPH-890705IA) to make changes to ERP 50 kw H&V; ant. 113 m. Action July 2.

■ **Monroe, MI WHND(AM)** 560 khz—Dismissed app. of Greater Michigan Radio Inc. (BP-900312AE) for CP for experimental synchronous AM at Birmingham, MI (use WCSX(FM) tower), to operate simultaneously with primary WHND facility at Monroe, MI, on same frequency but with .015 kw WHND-.039 kw WCSX nighttime. Action June 24.

■ **Eden Prairie, MN KOOU(FM)** 105.7 mhz—Dismissed app. of Southwest Suburban Broadcasting Inc. (BMPH-920219IH) for mod. of CP (BPH-871203MH) to make changes, ERP: 2.8 kw H&V, ant.: 69 m., TL: Opus Center Bldg, Washington Ave., .8 km N. of U.S. 212, 2 km N. of Eden Prairie. Action June 23.

■ **Cleveland, MS WCLD-FM** BPH-920116IF 103.9 mhz—Granted app. of Radio Cleveland Inc. for CP to make changes; change ERP: 6 kw (H&V). Action July 7.

■ **Ocean Springs, MS WOSM(FM)** 103.1 mhz—Granted app. of Charles H. Cooper (BMPH-920210ID) for mod. of CP (BPH-890713ID) to change antenna to 140 m. Action June 9.

■ **Moberly, MO KWIX(AM)** 1230 khz—Granted app. of KWIX Inc. (BP-910612AB); for CP to make changes in antenna system. Action June 23.

■ **Billings, MT KPQD(TV)** ch. 6—Granted app. of BHC Associates Ltd. (BMPCT-920429KG) for MP (BPCT-860110KG) to change ant.: 249 m.; TL: 8 mi. east of Billings at quarry, off Hogan Road, .5 mi. from I-90 (Yellowstone County); (45-48-26 108-20-25); antenna: RCA TF5CM. Action July 8.

■ **Reno, NV KNEV(FM)** 95.5 mhz—Granted app. of Price Broadcasting Co. (BPH-920114IA) for CP to make changes; change ant.: 695 m. Action July 13.

■ **Belmont, NH WCNH(FM)** 93.3 mhz—Granted app. of Steven Chartrand (BMPH-920228IN) for

mod. of CP (BPH-880225MT as mod.) to make changes: change ERP: .395 kw (H&V), ant.: 272 m.; TL: summit of Bean Hill, Northfield, Merrimack Cnty, NH. Action June 26.

■ **Asbury Park, NJ WYGG(FM)** 88.1 mhz—Granted app. of Evan. Crusade of Fishers of Men Inc. (BMPED-920319IA) for mod. of CP (BPED-880606MY) to make changes: change ant.: 10 m.; TL: 521 Cookman, Asbury Park. Action June 15.

■ **Berlin, NJ WNJS-FM** 88.1 mhz—Granted app. of New Jersey Public Biting Authority (BMPED-920514IA) for mod. of CP (BPED-891122MF) to make changes; change ERP: .002 kw (H) .085 kw (V); ant.: 115 m. Action June 18.

■ **Ocean Acres, NJ WQNJ(FM)** 98.5 mhz—Granted app. of Seaira Inc. (BPH-920424IE) for CP to make changes; change: antenna supporting-structure height. Action June 10.

■ **Binghamton, NY WHWK(FM)** 98.1 mhz—Dismissed app. of Stoner Broadcasting System Inc. (BPH-911002ID) for CP to change ERP: 13.18 kw H&V. Action June 12.

■ **Riverhead, NY WRCN-FM** 103.9 mhz—Granted app. of East Shore Broadcasting Corp. (BMLH-911220KB) for mod. of license (BLH-870609KB) to change antenna type. Action July 13.

■ **Lumberton, NC WTSB(AM)** 580 khz—Dismissed app. of Henry W. Hoot (BP-900405BE) for CP to make changes in antenna system and change TL to: N 315 degrees E and .68 km from intersection of Rt 72 and State Rd. 2202, Lumberton 34 35 15 - 78 59 30 Action June 11.

■ **Moyock, NC WMYK(FM)** 92.1 mhz—Rescinded grant of app. of Virginia Urban Radio Inc. (BMPH-910111IA) for mod. of CP (BPH-880815ID) for changes: ERP: 18 kw (H&V); ant.: 117 m.; TL: 1265 West Landing Road, Virginia Beach, VA; make changes to directional antenna. Action June 19.

■ **Rocky Mount, NC WRMY(TV)** ch. 47—Granted app. of Family Broadcasting Enterprises (BMPCT-910805KG) for MP (BPCT-910419KI) to change ERP (vis): 12.3; ant.: 97 m. TL: State Road 1765, 401 Farm Road, Nash County, Rocky Mount, North Carolina. (35-57-03 77-55-37); antenna: SCALA SL-8, (DA)(BT). Action July 8.

■ **Rose Hill, NC WBSY(FM)** 104.7 mhz—Granted app. of Dublin County Broadcasters (BMPH-920309IC) for mod. of CP (BPH-880616MS) to make changes; change ERP: 2.8 kw (H&V); ant.: 78 m.; TL: west of US117, 4.2 km north of Rose Hill. Action June 15.

■ **Taft, OK KHJM(FM)** 100.3 mhz—Granted app. of Taft Broadcasting Inc. (BPH-920130ID) for CP to make changes; change ERP: 3 kw (H&V); ant.: 143 m.; TL: at Springhill, 5.99 km on bearing 329.8 OT from Taft, OK, reference coordinates. Action June 16.

■ **Schnecksville, PA WXLV(FM)** 90.3 mhz—Granted app. of Lehigh County Community College (BPED-920224ID) for CP to make changes: ERP: .42 kw (H&V); ant.: 70 m.; TL: Campus of Lehigh County Community College, Schnecksville. Action July 1.

■ **Tioga, PA WPHD(FM)** 93.3 mhz—Cancelled CP of Kevin M. Fitzgerald (BPH-880714NR) for CP for new FM; ERP 1.65 kw H&V ant. 131.4 m. 41 57 05 - 77 09 14. Action July 1.

■ **Bluffton, SC WLOW(FM)** 106.3 mhz—Granted app. of DHA Broadcasting Inc. (BPH-911008II) for CP to make changes; change ERP: 68.9 kw (H&V); ant.: 299 m. (H&V); TL: 2 kw west of Bluffton off hyway 46; change to class C1 (per MM docket #90-536). Action June 22.

■ **Jefferson City, TN WJFC-FM** 99.3 mhz—Granted app. of Defuniak Communications Inc. (BPH-910424IH) for CP to make changes; change ERP to 1.38 kw (H&V). Action July 2.

■ **Knoxville, TN WEMQ(FM)** 104.5 mhz—Granted app. of McDonald Communications Inc. (BPH-911210IG) for CP to make changes: change ERP: 2.80 kw (H&V); ant.: 148 m. Action July 8.

■ **Labelville, TN WIST(FM)** 94.5 mhz—Granted app. of Coleman Broadcasting Co. Inc. (BMPH-

920325(C) for mod. of CP (BPH-890109B) to make changes: ERP: 21 kw (H&V), ant.: 231 m. Action July 10.

■ **Loudon, TN** WNOX(FM) 99.1 mhz—Granted app. of C-K Inc. (BPH-910424G) for CP to make changes; change ERP to 6 kw (H&V). Action July 2.

■ **Nashville** WZTV(TV) ch. 17—Granted app. of Act III BCasting of Nashville Inc. (BPCT-920512KH) for CP to change ERP (vis): 3266 kw; ant.: 354 m. Action June 16.

■ **Beeville, TX** KIBL-FM 104.9 mhz—Granted app. of Lovelace Associates Inc. (BPH-920401IA) for CP to make changes: ERP: 25 kw (H&V), ant.: 100 m., TL: south side of Highway 2824, approximately 9 km northwest of Beeville at existing communications tower site, change from channel 285A to 289C3 (per docket #89-510). Action July 1.

■ **Belton, TX** KOOC(FM) 106.3 mhz—Granted app. of Sheldon Communications Inc. (BPH-920224IE) for CP to make changes: ERP: 11.5 kw (H&V); change class to C3 (per MM docket #91-276). Action June 18.

■ **Carthage, TX** KGAS-FM 104.3 mhz—Granted app. of Hanszen Broadcasting (BMPH-920212IA) for mod. of CP (BPH-901113MB) to make changes: TL: approx. 1.7 km S. of Rt. 79, 2.24 km SE of Rt. 79 and Rt. 1970 intersection in Delray, TX. Action June 22.

■ **Lockhart, TX** KFIT(AM) 1060 khz—Granted app. of KFIT Inc. (BMP-900405AS) for MP (BP890522AF) to change city of license to Sunset Valley, TX. Action June 23.

■ **Prairie View, TX** KPVU(FM) 91.3 mhz—Returned app. of Prairie View A & M University (BPED-911018MD) for CP to make changes: ERP: 17.3 kw (H&V), ant.: 145 m., TL: SW corner of university campus, change to class 2. Action June 12.

■ **Rosenberg, TX** KMIA(FM) 104.9 mhz—Granted app. of Roy E. Henderson (BMLH-910726KA) for mod. of license to increase ERP: 4 kw H&V (per MM docket #88-375). Action June 16.

■ **Canaan, VT** WKNW-FM 94.1 mhz—Granted app. of Vector Broadcasting Inc. (BMPH-900806IG) for mod. of CP (BPH-880706MB) to make changes; change ERP: 4.121 kw (H&V); ant.: 118 m.; TL: north slope of Brousseau Mountain, 1.7 mi. south of

intersection of Vermont Hwy 114 and Township Road #7, 3.5 mi. ESE (301 degrees) of Norton, Essex County, VT. Amended 4-3-91 to class C3 (per docket #89-572); 16 kw ERP, ant. 118 m., 44 58 40 - 71 44 13. Action June 9.

■ **South Boston, VA** WYPA(FM) 95.3 mhz—Granted app. of Virgilina Broadcasting Inc. (BMPH-920131IJ) for mod. of CP (BPH-900510MD) to make changes, ERP: 6 kw H&V, ant.: 75 m., and to change TL: State Rt. 875, on western edge of South Boston. Action June 11.

■ **Clarksburg, WV** WZWA(FM) 90.1 mhz—Forfeited and canceled app. of Maranatha Broadcasting Inc. (BPED-890221MB) for CP for new FM: ERP: 1.5 kw (H&V); ant.: 245 m.; 39 19 09 - 80 23 33. Callsign deleted. Action June 12.

■ **Shepherdstown, WV** WSHC(FM) 93.7 mhz—Granted app. of West Virginia Board of Directors (BPED-910711MC) for CP to make changes: ERP: .95 kw (H&V), ant.: -3 m., change to channel 209A. Action July 6.

■ **Prairie du Chien, WI** WPRE-FM 94.3 mhz—Dismissed app. of Prairie Broadcasting Co. (BMLH - 891206KF) for mod. of license to increase ERP: 1.67 kw H&V (per docket #88-375). Action June 23.

## ALLOCATIONS

■ **Fruitland and Weiser, both Idaho** Proposed substituting channel 258C1 for channel 257A at Weiser; reallocating channel 258C1 from Weiser to Fruitland, and modifying license of Treasure Valley Broadcasting Co. to specify Fruitland as its community of license. Comments are due September 3, replies September 18. (MM docket 92-147 by NPRM [DA 92-886] adopted June 30 by Chief, Allocations Branch, Mass Media Bureau).

■ **Great Falls, MT** Effective August 27, substituted channel 233C for channel 233C1 and modifying CP of KMON-FM. (MM docket 92-88 by R&O [DA 92-871] adopted June 29 by Chief, Allocations Branch).

■ **Southampton, Bridgehampton, Westhampton and Calverton-Roanoke, NY** Effective August 27, allotted channel 225A to Southampton; channel

273A to Bridgehampton; channel 253A to Westhampton; and channel 287A to Calverton-Roanoke. Filing window for each channel opens August 28, closes September 28. (MM docket 90-283 by R&O [DA 92-863] adopted June 24 by Chief, Allocations Branch).

■ **Longwood, NC** Dismissed request by Longwood Broadcasters to allot channel 237A to Longwood. (MM docket 92-71 by R&O [DA 92-872] adopted June 29 by the Chief, Allocations Branch).

■ **Ladson, SC** Effective August 27, allotted channel 292A to Ladson as its first FM service. Filing window opens August 28, closes September 28. (MM docket 92-84 by R&O [DA 92-875] adopted June 29 by the Chief, Allocations Branch).

■ **Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau, by R&Os adopted on dates shown, amended FM Table for following communities, effective August 28:**

■ **Thomasville, AL** Substituted channel 283C3 for channel 237A; modified license of WJDB-FM accordingly. (MM docket 90-563, June 30, DA 92-885).

■ **Foston, MN** Substituted channel 296C2 for channel 296A; modified license of KKQC-FM accordingly. (MM docket 92-89, June 30, DA 92-884).

■ **Hazelhurst and Jeffersonville, both Montana; Vernon, Sandersville, Soperton and Tennille, all Georgia** Made various substitutions at these communities; modified certain licenses accordingly; filing window for channel 269A at Mt. Vernon is August 31 to September 30. (MM docket 92-16, June 29, DA 92-874).

■ **Chief, Allocations Branch, by NPRMs adopted on the dates shown, proposed amending FM Table for the following communities; comments due September 4, replies September 19:**

■ **Ludlow, CA** Allotment of channel 261B1. (MM docket 92-148, June 30, DA 92-887).

■ **Liberal, KS** Substitution of channel 286C1 for channel 286C2; modification of CP for KZQD(FM) accordingly. (MM docket 92-149, July 1, DA 92-892).

■ **Trenton, MO** Substitution of channel 222C3 for channel 221A; modification of license for KTTN-FM accordingly. (MM docket 92-150, July 1, DA 92-893).

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# Fates Fortunes

## TELEVISION

**Theresa Edy**, manager, comedy development, CBS Entertainment, Los Angeles, joins Twentieth Television, Beverly Hills, as director, development, network television.

**John Lavet**, photo editor, Lorimar Television, Los Angeles, joins Fox

sion Workshop, New York: **Laura Martin**, director, research, named VP, production research; **Lisa Wiegand**, financial analyst, named manager, financial analysis, CTW Magazine Group.

**John Reardon**, director, sales, WGN-TV Chicago, joins KTLA-TV Los Angeles as station manager.

**Daniel del Solar**, general manager,

**Bill Rosolie**, VP, sales, planning, administration, Westwood One, Culver City, Calif., named VP, director of sales.

**Bill Luzmoor**, general manager, KRGY-FM Brownsville, Tex., named VP, Sunbelt Radio Group, Atlanta.

**Stephen Granato**, program director, WSHH-FM WJAS(AM) Pittsburgh, named operations manager.



Joel Grossman



Mary Fisher



Sallie Forman



John Reardon



David Parnigoni

Broadcasting Co., Beverly Hills, as director, photography.

**Tommy Thompson**, story editor, NBC-TV's *Quantum Leap*, named supervising producer.

**Joel Grossman**, senior VP, CFO, DIC Enterprises, Burbank, Calif., joins Saban Entertainment there in same capacity.

**Mary Fisher**, founder, Mary Fisher Group, Los Angeles, joins Genesis Entertainment, Agoura Hills, Calif., as VP, promotional media.

**Sallie Forman**, president, Forman and Associates, Washington, elected president, American Women in Radio and Television Inc., Washington.

**Gerald Plemmons**, director, engineering, WKYC-TV Cleveland, named VP, engineering, Multimedia Broadcasting Co., Greenville, S.C.

**Sidney Mandell**, director, post-production, New World Entertainment, Los Angeles, named VP, post-production.

Appointments at Children's Televi-

KALW-FM San Francisco, joins WYBE-TV Philadelphia in same capacity.

**Peter Temple**, VP, general manager, WLVI-TV Boston, named president and general manager.

Appointments at WTNH-TV New Haven, Conn.: **Lew Freifeld**, VP, general manager, named president and general manager; **Larry Manne**, director, news operations, named station manager; **Cathy Gugerty**, director, creative services, named director, marketing, creative services.

## RADIO

Appointments at Interep Radio Store, New York: **David Parnigoni**, VP, Eastern division, Noble Broadcast Group, San Diego, assumes additional responsibility as group liaison, Noble stations; **Dusty Black**, VP, general manager, KODA-FM Houston, elected to Major Market Radio Advisory Board.

**Scott Bordon**, part-time announcer, WNYC(AM)-FM New York, named director, radio programming, WNYC Communications Group there.

Appointments at KKHU-FM Houston: **William Milford**, morning anchor, named news director; **Allen Linder**, afternoon anchor, named director, public affairs, community relations.

**Mike Siegel**, talk show host, KVI(AM) Seattle, joins Chancellor Broadcasting Company Radio Network, Las Vegas, as host of nationally syndicated *Mike Siegel Show*.

**Bruce Richards**, account executive, TCI of Illinois Cablevision, Rock Island, Ill., joins KMJC-FM Davenport, Iowa, as production director, air talent.

**Al Augustine**, general manager, WWOD(AM)-WKZZ-FM Lynchburg, Va., joins WVLR-FM there in same capacity.

Appointments at Alaska Public Radio Network, Anchorage: **Joel South-**



ern, correspondent, Berns Bureau, Washington, joins as Washington correspondent; **Dave Hammock**, executive director, Alaska World Affairs Council, Anchorage, joins as director, broadcasting; **Linda Taylor**, anchor, KTUU-TV Anchorage, joins as host, reporter; **Julie Gibson**, producer, WBEZ-FM Chicago, joins in same capacity; **John Talbert**, executive producer, engineer, Georgia Tech Sports Network, Atlanta, joins as technical director.

Appointments at KFRC-FM San Francisco: **Sylvia Chacon**, weekend air personality, KSFO(AM)-KYA-FM there, joins as weekday personality; **Rebecca Campos**, account executive, KSTS-TV there, joins in same capacity.

## CABLE

**Jayne Tsuchiyama**, creative director, marketing, communications, Lifetime Television, Astoria, N.Y., named VP, creative services.

**Michael Rose**, director, strategic planning, Times Mirror Company, Los Angeles, named VP, new business development, Times Mirror Cable Television, Irvine, Calif.

Appointments at Bravo, Westbury, N.Y.: **Cynthia Sartori**, regional sales manager, named director, Western region; **Lisa Elmore**, account executive, Home Shopping Network, Clearwater, Fla., joins as sales manager, Western region.

manager, original programing publicity; **Misty Skedgell**, unit publicist, named senior unit publicist; **Mary Johnson**, publicist, named unit publicist.

**Jack Hayes**, director, management services, XTRA(AM) San Diego, joins Sports Entertainment Network, Las Vegas, as director, programing.

**David Humphrey**, assistant VP, financial reporting, TeleCommunications Inc., Denver, joins International Family Entertainment, Virginia Beach, Va., as VP, financial relations.

Appointments at Playboy Entertainment Group, Beverly Hills: **Brigitte Davilla**, marketing manager, Com-



**Dusty Black**



**Bill Rosolle**



**Joel Southern**



**Michael Rose**



**David Humphrey**

**Tim O'Connell**, regional sales manager, WYNF-FM St. Petersburg, Fla., named general sales manager.

**Suzanne Dobkin**, program, production director, KAZU-FM Pacific Grove, Calif., joins WNNO-FM New Orleans as associate general manager and program director.

**Tonylou Trione**, account executive, KLTR-FM Houston, joins KWMX-FM Seattle in same capacity.

**Judith White**, sales representative, Nana's Gourmet Products, Inc., Seattle joins KMTT-FM there as account executive.

**Jay Scott**, production director, WLRS-FM Louisville, Ky., joins KOGO(AM)-KBBY-FM Ventura, Calif., as news director.

**Terry Luker**, sales manager, WCLD(AM)-FM Cleveland, Miss., joins WDTL-FM there in same capacity.

**Bob Church**, former program manager, KAAK-FM Great Falls, Mont., rejoins KXGF(AM)-KAAK-FM there in same capacity.

**Laura Toney**, regional marketing coordinator, Bravo Cable Network, Woodbury, N.Y., joins Nostalgia Television, Los Angeles, as affiliate relations coordinator.

**Lisa Beach**, casting associate, Los Angeles, joins HBO there as head of casting.

Appointments at Turner Network Television, Atlanta: **Karen Flanzbaum**, senior unit publicist, named

munity Cablevision, Newport Beach, Calif., joins *Playboy at Night*, Los Angeles, as regional marketing coordinator; **Geoff Brooks**, fund business manager, Jones Intercable, Chicago, joins *Playboy at Night* there as regional marketing coordinator.

**David Forman**, managing editor, Group W Newsfeed, Washington, joins Montgomery Community Television, Rockville, Md., as news director.

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## STREETWISE

**C**BS News correspondent Roberta Baskin (r) will be the charter member of a new investigative reporting unit for *Street Stories*, the weekly news-magazine (9-10 p.m. Thursdays; executive producer Cathy Lasiewicz) starring Ed Bradley. Baskin, whose string of honors includes Peabodys, duPonts and the Radio Television News Directors Association's Edward R. Murrow award, served previously as chief investigative correspondent for *Now It Can Be Told* and worked on news teams at WILA-TV Washington and WLS-TV Chicago. She will be joined on the I-team by Joan Martelli, a colleague of long standing. Alan Weisman, for more than 20 years a TV producer-reporter-writer for CBS and other news organizations, has been named a senior producer of the show.



**Al Tiede**, local account executive, Home Sports Entertainment, Houston, joins Group W Sports Marketing, Atlanta, as sales manager.

**Brenda Walton**, traffic coordinator, Prevue Guide Channel, Tulsa Okla., named affiliate marketing representative, Prevue Networks Inc. there.

## ADVERTISING

**Andi Michael**, VP, account manager, McDonald's Washington, D.C. Owner Operators Association, joins DDB Needham, Washington, as business manager.

**William Ferguson**, VP, management supervisor, Tracy-Locke Advertising, Dallas, joins DMB&B, St. Louis, as VP, account director.

**Mervin Jensen**, controller, KARE-TV Minneapolis, named VP, business manager.

## TECHNOLOGY

Appointments at Jerrold Communications, Hatboro, Pa.: **Stan Durey**, software systems analyst, named director, security programs; **Steve Arsenault**, director, financial services, named director, customer product support.

**Anthony Black**, video editor, WETA-TV Washington, joins DC Post there in same capacity.

Appointments at Unistar, Los Angeles: **Kyle Whitney**, chief engineer, Washington bureau, relocates in

same capacity; **Craig Lough**, engineer, named affiliate engineer.

## DEATHS

**Irv Sepkowitz**, 55, executive VP, administration, Universal Television, Universal City, Calif., died July 18 of heart attack at St. Joseph's Hospital, Burbank, Calif. Sepkowitz joined Universal Television in 1990 following nine years as senior VP, business affairs, at Lorimar and Lorimar-Telepictures from 1978 to 1987. He was director, business affairs, CBS Entertainment, from 1972 to 1978, and an attorney and literary agent at Ashley Famous Agency—now International Creative Management—from 1964 to 1966. Survivors include his wife, Joyce, and two children.

**Kent Crawford**, 45, FCC regional director, San Francisco, died July 20 of cerebral aneurysm in Pleasanton, Calif. Crawford began his FCC career

as a GS-5 electronics engineer in Los Angeles. In 1975 he became chief, special enforcement facility, Santa Ana, Calif. He was named regional director, Chicago, in 1977. In 1988, he became regional director, San Francisco. Survivors include his parents, a sister and a brother. The family has requested that, in lieu of flowers, donations be made to Orangewood Children's Home, Orange, Calif.

**Kendell Nash**, 54, owner and operator, WILD(AM) Boston, died July 20 of leukemia at Spaulding Hospital there. Credited with coining the radio format name Urban Contemporary, Nash bought the AM station from Sheridan Broadcasting of Pittsburgh in 1980. A 1960 graduate of New York University with an MBA in finance from Columbia University, he worked as a financial and marketing consultant and as an assistant director for the Interracial Council for Business Opportunity in New York before going to Boston in 1980. Survivors include his wife, Bernadine, and his mother.

**Jack Hayes**, 43, VP, affiliate relations, HBO, Denver, died July 20 of cancer at his home there. Upon graduation from Rutgers University in 1972, he worked at J. Walter Thompson, Boston, then for Kenyon Echardt and Young and Rubicam in New York. In 1980, he joined HBO as a national account executive. He was promoted a year later to national account manager. He was named affiliate operations director in 1984 while earning his master's degree in business administration at Columbia University. He moved to Denver to become VP, affiliate relations, in 1986. Survivors include his parents, a brother and a sister.

## 'MEET THE PRESS' SENIOR PRODUCER RETIRES

**C**hristie Basham, senior producer of NBC News's *Meet the Press*, is retiring after serving 29 years with the network. Basham started with NBC News in 1957 and stayed there until 1976, holding several positions including producer and deputy bureau chief. She worked briefly for CBS and PBS before returning to NBC in 1982. Betty Dukert, currently producer, *Meet the Press*, will replace Basham. Dukert has been with the Washington-Based public affairs program for 40 of its 45 years. Colette Rhoney, associate producer, politics, for NBC News, has been named producer, *Meet the Press*, and producer of politics. Rhoney was previously a researcher for *Washington Post* columnist David Broder.



## ROBERT MICHAEL KREEK

**I**f all goes according to plan, some day there will be a Comedy Central building in New York. Not just a place to house the cable network's studios and offices, but an entire complex featuring a stand-up comedy club and a sort of clubhouse for comics who are looking for a place to hang out while they're in town.

"As a practical matter, it's not going to be this year or next," says Comedy Central President Bob Kreek. But it remains an important goal for the affable executive, who often gets ideas for the network by just sitting down in a relaxed atmosphere and chatting it up with comics and agents.

Kreek places a lot of value on the ideas that come from such informal talks. It is a management strategy that dates back to his days at Home Box Office when, as director of film acquisitions, he would ask staffers at various levels within the company to critique prospective titles. Inevitably, he says, the opinions would reflect those of the typical HBO viewer.

At Comedy Central, Kreek has expanded on the concept and set up what he calls the "Buzz Committee," a rotating group of staffers that meets once a week to talk about the network. Kreek credits the group with coming up with some of the network's best ideas so far, including its unconventional coverage of the 1992 political conventions.

But Kreek is quick to point out that not all of the Buzz Committee ideas are good ones. One short-lived idea had Comedy Central throwing an attention-grabbing party on the front lawn of Brian Roberts, president of Comcast Cable Communications, which has yet to sign an affiliate agreement with the channel. "I thought that was going too far," says Kreek, who promptly nixed the idea.

While he's often soliciting opinions on the network, Kreek's typical suburban upbringing probably makes him as good a judge of what people want to see as anybody. His parents were among the original homeowners to move into the planned community of Levittown, L.I., a sort of paean to



middle-class America.

"Every house had a mom and a dad and two kids," recalls Kreek. "It was great growing up there because every family was just like ours. Talk about socially well adjusted!"

When he was growing up, Kreek had no particular interest in finding a job in television. In fact, his first professional job, with United Brands, found him traveling to plantations in Central America to find ways to improve the company's banana output.

In 1978, after two years of bananas, he took a finance job at HBO and began his career track in television. Kreek quickly found his niche in the acquisition side of the business, and eventually became HBO's vice president of film programming. His work there caught the eye of executives at the developing Fox, Inc., which signed Kreek on as senior vice president of Twentieth Century Fox Film Corporation in 1985.

Two years later, Kreek was hand-picked by Barry Diller to head the Fox owned and operated stations. Oversee-

ing the station group had its difficulties for a guy with no hands-on station experience, says Kreek, but he did manage to set the properties in the right direction. "We started off with a balance sheet for the station group that had nearly \$600 million in programing liabilities, and after a couple of years we had less than half that," says Kreek.

Kreek's latest mission is to make the 16-month-old Comedy Central a household name. One way he says he hopes to do that will be by producing original programing around the clock. Roughly one-half of the current Comedy Central schedule is original, while the other half is dominated by off-network programing.

"The network's got to be topical, smart, daring, original and out there," says Kreek. "I'm not going to get 'out there' with off-network programing."

Kreek's plans for Comedy Central don't stop at the network itself. In addition to the aforementioned plans for a Comedy Central building, Kreek envisions a monthly or quarterly humor magazine and a chain of comedy clubs. Already in the discussion stage is a syndicated radio show bearing the network's name.

"This is a network that has no history, so we don't have any precedent and we can try anything at this point," says Kreek. That might explain such quirky stunts as Comedy Central's full day of *C.P.O. Sharkey* reruns, a twisted sort of send-off for a sitcom that was about to be axed from the schedule.

"I kind of dread the day the network becomes mature," says Kreek. "I don't want that day to ever come and take the sizzle out of it." ■

**President and CEO, Comedy Central, New York; b. July 22, 1948, Garden City, N.Y.; BA, business administration, Villanova, 1970; intelligence officer, U.S. Navy, 1970-74; MBA, Wharton School of Business at the University of Pennsylvania, 1975; operations analyst, United Brands, Boston, 1976-78; manager of program finance, HBO, New York, 1978; director of film acquisition, 1979-82; VP, film programing, 1982-85; VP, home video, 1985; senior VP, programing, 1985; senior VP, Twentieth Century Fox Film Corp., Los Angeles, 1985-87; president, Fox Television Stations, Los Angeles, 1987-90; president, Fox Cable Programing, Los Angeles, 1990; current position since December 1990; m. Sherry Remmert, June 16, 1979; children: Carolyn, 9; Katherine, 1.**

# Broadcasting In Brief

**Most MSO stocks closed Friday down from a week ago following the cable reregulation bill** passed by the House of Representatives Thursday night. Particularly hard hit were Tele-Communications Inc., which was off 11% for the week, to 18¼, and TCA Cable TV, off 13% to \$20. Many MSO stocks were still trading higher than several months ago, and securities analysts were skeptical that cable growth prospects would be severely impaired, even assuming the bill survives House-Senate conference and an expected presidential veto.

**Fox enjoyed its first week out of fourth place** in its six-year history the week of July 13-19, paced in large part by *Melrose Place*, its *Beverly Hills, 90210* spinoff. For the week, CBS came in first with an 8.5 rating/16 share (NTI), followed by ABC with a 7.7/15, Fox's 7.3/14 and NBC's 7.0/13. Perhaps most important, however, if ABC, Fox and

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 12. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	11.8/226/98
2. Jeopardy!	10.5/218/98
3. Oprah Winfrey Show	10.2/231/99
4. Star Trek	9.1/244/98
5. Married...With Children	7.4/176/96
6. Entertainment Tonight	7.2/191/96
7. Current Affair	6.5/180/96
7. Wheel Of Fortune-wknd	6.5/193/82
9. Donahue	6.2/228/99
10. Cosby Show	6.1/201/97
11. Inside Edition	5.9/142/90
12. Hard Copy	5.1/179/94
13. Love Connection	5.0/195/94
13. Sally Jessy Raphael	5.0/215/96
15. Geraldo	4.6/170/97

NBC are to be believed, Fox beat all four networks in viewership among adults 18-49, the most sought-after demographic, according to advertisers. *Melrose Place* has not fallen off in its three airings, pulling a 10.3/19 in its premiere on July 8

and followed by an 11.4/20 on July 15 and a 10.1/17 on July 22. Through last Thursday night, Fox was tied with ABC for second place in the week, with CBS leading all networks with a 9.7/18 and NBC behind Fox and ABC by one-tenth of a rating point with a 9.0/16.

News and talk radio veteran **Dan Griffin was named VP/GM of WCBS(AM) New York** last week, replacing Chris Witting, who resigned. A 30-year broadcasting veteran, Griffin joins CBS from WHDH(AM) Boston, where he was president/GM. A CBS spokeswoman said the station plans no changes in its all-news format. Witting resigned last week after a disappointing ratings period during which WCBS lost ground to its main rival, Group W Radio's WINS(AM), despite a costly television ad campaign attacking WINS.

Century Broadcasting-owned **KREM(FM) San Francisco has been hit with a \$25,000 FCC fine for broadcasting "indecent material"** during daytime hours. Executives at Century Broadcasting were unavailable for comment, and counsel for the station had not seen the notice last Friday.

**NBC has tapped Hill staffer James Rowe III to succeed the outgoing Bob Hynes** as its Washington lobbyist. Rowe, currently counsel to the House Judiciary Subcommittee on Crime, plans to take over the network's Washington office in early September. A graduate of Harvard and Georgetown law (1979), Rowe was in private practice from 1980 to 1987 and worked at the Investigative Group Inc. prior to joining the subcommittee. NBC also named **Warren Jenson** senior VP of finance, replacing **Don Carswell**, who is retiring as CFO after 37 years with the network. Jenson, who will report to NBC President Robert Wright, was

## DOWN IN UPFRONT

**I**t looks like this year's upfront won't quite make it to last year's level. The big three are projected to pull in an estimated \$3.2 billion, down from last year's \$3.4 billion (which excludes Olympics spending). CBS is the big winner, projected to bring in \$1.4 billion, with ABC at \$1 billion and NBC at \$800 million. The slow upfront is still moving, with the three networks still left with another \$100 million each to write. Fox is expected to bring in about \$500 million, above last year's estimated \$350 million-\$400 million.

Although CBS has been seeing heavy increases in unit rates—about 12% to 13%—its hefty revenues are also said to come from a willingness to sell more inventory upfront than either NBC or ABC. ABC, as it did last year, has said it wants to hold back inventory for scatter.

NBC is holding on to a larger supply of inventory than usual, largely because it had difficulty getting unit prices above last year's. "I don't know how bad the damage is going to be for them in fourth quarter [scatter]. NBC had more of an urgency to sell out in upfront, since they have the largest schedule of unproven programs," says analyst Alan Gottesman of Paine Webber. NBC's revenue estimates, like those of the other networks, do not include dollars it has coming in from long-term contracts, such as General Motors.

—SAM



## CHALLENGERS FIND AMMO IN GE CASE

**N**BC parent General Electric's pleading guilty and paying \$69 million in fines from fraud and felony last week will likely give challengers of the licenses of NBC's six TV stations or GE Capital Corp.'s majority interest Pegasus Broadcasting's three TV stations incentive to move forward, but since no one involved in the fraud had any relationship with those operations, FCC action is unlikely.

Officials at the FCC General Counsel office said pleadings such as GE's are "germane" under the character-issue policy. However, by no means does that translate into an automatic removal of any licenses.

The commission will likely study the relationship of those involved in GE's fraud to determine if any had day-to-day involvement with NBC. That does not seem to be the case now. Only one employee—Herbert Steindler, who was fired last year—has been identified by GE as having a major part in the fraud.

While it appears unlikely that GE's admission of guilt in its dealings will have any impact on its broadcast operations, those opposed to GE holding broadcast licenses see this latest controversy as giving their arguments more weight.

most recently manager of corporate investor relations for NBC parent GE. Jenson's appointment is effective Sept. 14.

ABC Radio's **Satellite Music Network** is launching a new 24-hour format, which it describes as a blend of hot adult contemporary and adult contemporary hit radio. The format, scheduled to hit the airwaves in September, has not yet been named. An SMN spokeswoman says it's likely the network will soon phase out "The Heat," one of its 10 current formats.

**The Democratic Leadership Council**, which has the ear of the Clinton campaign (Clinton is a for-



*VH-1 will feature Santana as its artist of the month in August. The network hosted a party and private concert featuring the band, just returned from a European tour. Among those on hand were (l-r): Sherri York, marketing director, central region, MTV Networks; Patty Brennan, VP affiliate sales and marketing, central region, MTV Networks; Carlos Santana; John Rawcliffe, general manager, Barden Cablevision, Detroit.*



*Jeff Sagansky, president of CBS Entertainment, welcomes Golden Palace to the network's Friday lineup. Present at the network's press tour in Los Angeles were (l-r): Susan Harris, the show's creator and executive producer, and stars Estelle Getty, Rue McClanahan and Betty White.*

mer chairman of the policymaking group), plans to release tomorrow (July 28) a novel **proposal for accelerating the implementation of "national, universal fiber optic network"**—one that would maintain the ban against telcos offering video programming.

**"We are seeing indications of a recovery in capital spending in the U.S. cable television industry,"** says General Instrument Corp. Chairman Donald Rumsfeld of his company's second-quarter, 12% increase in sales and a concurrent increase in operating income from \$10 million

to \$26 million. Net loss before extraordinary item was reduced from \$79 million (\$2.19 per share) in the first half of 1991 to \$27 million (68 cents per share) in the first six months of 1992. In that same period, sales rose 7%, from \$459 million in 1991 to \$492 million in 1992.

**Michael Meltzer**, former VP of sales and marketing for General Instrument's VideoCipher Division, has joined emerging VideoCipher satellite scrambling competitor Titan Satellite Systems Corp. in the same capacity.

# Editorials

## SHUTOUT

*Oh! somewhere in this favored land  
the sun is shining bright;  
The band is playing somewhere,  
and somewhere hearts are light;  
And somewhere men are laughing  
and somewhere children shout,  
But there is no joy in Denver—  
mighty cable has struck out.*

**O**r nearly so, certainly. Passage of H.R. 4850 by a 340-73 margin in the House of Representatives has just about sealed the fate of the cable industry for this legislative season. Only a presidential veto can pull the fat from the fire, and even that's a chancy proposition.

Yes, President Bush has said repeatedly that he would veto a bill he considers too reregulatory (and others consider pro-consumer), but that pledge could wear thin if the Democrats have him on the run this fall. And then there's the question of sustainability. No Bush veto has yet been overridden, but there's always a first time, and this issue looks ripe. A cautiously optimistic Eddie Fritts, president of the National Association of Broadcasters, calls it a better than even chance, if a veto comes at all. But Fritts, who's in his second congressional go-round on a reregulatory cable bill, emphasizes that "it's not over 'til it's over."

And it isn't yet for cable; at least certain gains can be made on the margin—which is to say, in conference. There's the matter of retransmission consent, of course, which cable and Hollywood will try to keep on the sidelines—and which yet could be negotiated by the parties at interest before the conferees take over. And there are distinct differences between the House and Senate on rate regulation, for example, with the House version the more appealing to cable.

The effort to derail program access is a goner. Direct broadcast satellites and wireless cable and other media that would compete with cable have been handed a key to the programing vault, contravening all principles of free enterprise and rights to property. We can't escape the feeling that this is a swinging door that program entrepreneurs everywhere will live to regret.

Broadcasters have yet to achieve the one thing they really wanted from the cable bill: a second revenue stream. It's still a good bet they'll get it in conference, although that too would go a'glimmering if a veto stands. But they *have* achieved must carry, and that's a big plus in itself.

The effort to reregulate cable was wrong-headed and heavy-handed from the outset, with only retransmission consent worth the congressional time of day. That rates, generally speaking, needed regulating is problematical;

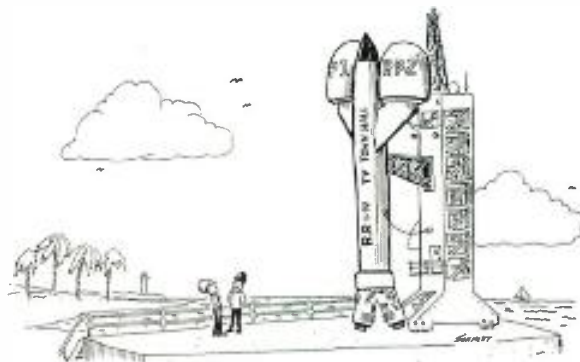
there is merit in cable's argument that rates have not risen beyond advances in service, and that a restrictive rates policy will retard program progress in the future. And if rates were indeed out of hand, we would have more faith in competition than in the government to right the balance (another swinging door in the cable bill). Cable cannot be absolved from having brought much of this mess on itself, but that doesn't justify federal overkill.

Regrettably, what may not go away—with or without passage of a cable bill—is the enmity this campaign has evoked between the broadcasting and cable industries. It will be a shame if the year of the long knives is followed by the decade of the long memories.

## WORKHORSE WITH WINGS

**W**hat's extremely powerful, reliable and will soon become at least four times more efficient at beaming crisp radio and television signals to every corner of the world? The industries that have come to take Arthur C. Clarke's pipe dream for granted need no more than one guess. Of course, the fact that satellites can be taken for granted speaks to their value. That they run out of station-keeping fuel and must be replaced every decade or so may be physics' way of reminding the earthbound just how critical those quietly humming transmitters in the sky have become.

As this issue's annual special report (beginning on page 37) points out, nearly a hundred cable networks and two of three broadcast networks will watch breathlessly as, one by one over the next 10 months, AT&T, GE American Communications and Hughes Communications launch television's distribution future. If each successful deployment presents an occasion for celebration at earth stations nationwide, we see occasions to laud the TV industry as well. The best and brightest in television have once again drawn the best inventors to new heights.

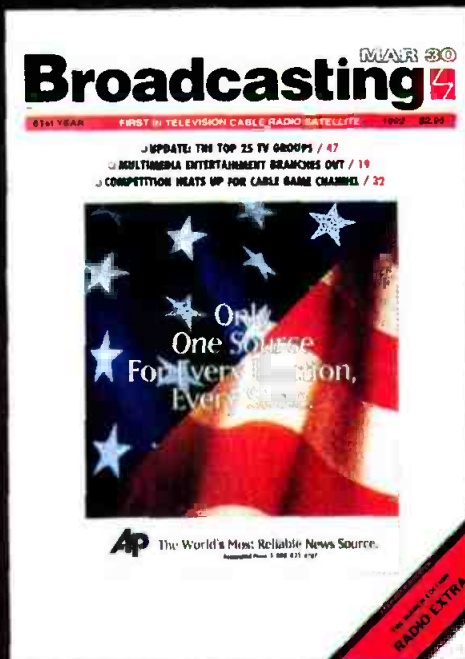


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Source: 1991 RMS surveys of TV General Managers.

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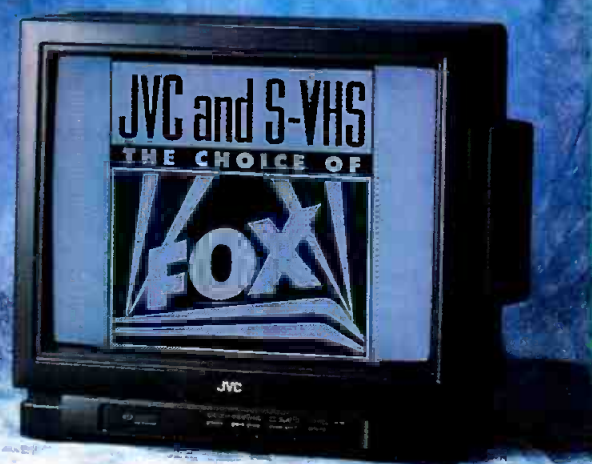
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